Kine WEEKLY

...ISH

says
BRISTOL

See page 3

HONOLULU!

IT'S
CALLING
YOU....
overleaf

Welcome....

TO ANOTHER BOX-OFFICE LULU FROM M-G-M!

"HONOLULU"

Starring

ELEANOR POWELL

ROBERT YOUNG

George BURNS • Gracie ALLEN

with

CLARENCE KOLB · RITA JOHNSON

JO ANN SAYERS

and the HAWAIIAN ROYAL DANCERS

Trade show

FRIDAY · CAMBRIDGE 6.30

PUBLIC TELEVISION SHOWS NEXT WEEK
See page 5

Kinematograph Weekly

No. 1661 Thursday, February 16, 1939. Vol. 264

S. WALES ADVICE ON TALKIE SET RENEWAL
See page 7

QUOTA QUESTIONS IN COMMONS

Government Attitude Unchanged

NO RECOMMENDATIONS YET FROM FILMS COUNCIL

Says STANLEY

THE suggestion that an alteration of the quota has already been recommended by the Films Council was not accepted by the President of the Board of Trade. Oliver Stanley told the House of Commons on Tuesday that no such recommendation had been submitted.

In reply to another question, Mr. Stanley again expressed himself as satisfied with the progress being made by the British Film Industry under the Act.

It was stated that the War Office had refused facilities for the production of a picture sponsored by British Fine Arts, Ltd.

Following last week's meeting of the Films Council,

G. R. Hall-Caine asked the President of the Board of Trade what had been recommended by the Films Council as to the quotas to be imposed for British films during 1940-41, and whether he was yet in a position to state what action he proposed to take in the light of this recommendation.

Oliver Stanley said that he had only recently communicated with the Cinematograph Films Council in the matter, and some time must necessarily elapse before they could give him their considered opinion.

[*Quotas laid down by the Act for the period mentioned are*:—*Renters*: *Long films* 22½, *short films* 17½; *Exhibitors*: *Long films* 17½, *short films* 15.—ED., KINE.]

Stanley is Complacent

Vice-Admiral E. A. Taylor: "Is the Rt. Hon. Gentleman satisfied with the progress being made by the British Film Industry under the present Act?"

Mr. Stanley: "Yes. I have answered the Honourable Member before. The object of the new Act is to produce good films in this country, and the record of the past twelve months has shown that there has been great progress."

Vice-Admiral Taylor: "Was the object not to encourage the British Film Industry?"

Mr. Stanley: "The object was to encourage the British Film Industry to produce good films."

Vice-Admiral Taylor: "The British Film Industry, as the Rt. Hon. Gentleman must be aware, can make very good films."

Quota Defaults

Harry Day asked the President of the Board of Trade whether he would give particulars of the numbers of kinematograph exhibitors and renters who had been unable to comply with the Quota provisions of the Cinematograph Films Act during the twelve months ended at the last convenient date and the number of cases in which exemption certificates had been applied for and granted.

Mr. Stanley said that ten renters were in default in the renters' quota year ended

Continued on page 5

81 DEFAULTERS

Oliver Stanley informed Parliament that ten renters and seventy-one exhibitors were in default in connection with the Quota Provisions of the Act

R. Blaydon, the newly appointed supervisor of British production for Paramount

"GONE WITH THE WIND" HITCH

Reported Change of Director

GEORGE CUKOR, assigned to direct "Gone with the Wind" for David Selznick, with M-G-M release, has resigned from the job, according to a cabled report that reached the KINE. on Tuesday.

As the result of a series of disagreements, states the message, over many of the scenes, it has been mutually decided that a new director is the most practicable solution of the impasse.

It is believed that Cukor favoured Katharine Hepburn for the rôle of Scarlett O'Hara, opposite Clark Gable, and the selection of Vivien Leigh decided his withdrawal on a friendly basis of difference of opinion.

Cukor, who made "David Copperfield," is now expected to direct W. C. Fields as "Pickwick," with John Barrymore as Mr. Jingle. Scenes for this production, for RKO release, will probably be made in April in London.

HOME OFFICE ADVISORY COMMITTEE

The Personnel

THE composition of the Home Office Films Advisory Committee was stated in the House of Commons on Tuesday by Sir Samuel Hoare to be as follows:—

Chairman: Viscount Stonehaven.

Sir Howard Button, F. L. Bland, H. Rowland, H. W. Skinner—nominated by the County Councils Association.

Mrs. H. Bentwich, A. R. Stamp, E. W. H. Wood—London County Council.

F. C. Jex, J. Maxwell, E. G. Rowlinson, D. Thomas—Association of Municipal Corporations.

J. R. Rutherford—Convention of Royal Burghs.

J. Smith—Association of City Councils in Scotland.

P. H. Allan, G. Wilson—Council of Counties of Cities of Scotland.

G. A. Bryson—Justices of the City of Birmingham.

T. Dowd, Justices of the City of Liverpool.

O. Harris, J. F. Henderson, and Mrs. N. E. Vesey-Holt—Home Secretary.

P. D. Fairgrieve and Dr. O. H. Mavor—Secretary of State for Scotland.

Manchester Indifference on S.O.

NO ACTIVE TRADE SUPPORT FOR COUNCIL MOVE

ANOTHER attempt is to be made in the near future in Manchester to obtain favourable consideration of the Sunday opening question is to be made at the March meeting of the City Council.

Councillor Fitzsimmons announces that he will move that the Watch Committee be instructed to take steps to secure the extension of the Sunday Entertainments Act to Manchester.

When a similar motion was debated by the Council a few months ago, it was defeated.

Manchester and District Exhibitors' Committee held a meeting on Tuesday to consider the question of Sunday opening in the area.

Gordon Emery, secretary, in a statement to the KINE., explained that the Committee, while wishing success to Coun. Fitzsimmons, who intends to submit notice of motion at the next City Council meeting, decided not to take any active steps in the matter.

"At the same time," Mr. Emery added, "we do know from our patrons that there is a demand for Sunday kinemas in Manchester, and we hope that the City Council will allow the public to settle the question. If Sunday kinemas are wanted we are prepared to open."

Already religious bodies in the city are mobilising the opposition.

TUESDAY'S NIGHT SHOW

Murder In Soho

Associated British. 70. (A.) *Directed by Norman Lee. Featuring Jack La Rue, Bernard Lee and Sandra Storme.*

GANGSTER melodrama with a Soho background. Story familiar in outline, but team-work adequate, action hearty, staging elegant and by-play bright. Star and title values consolidate box-office essentials. Good average mass and industrial booking.

BRISTOL DEMANDS TOTAL ABOLITION OF TAX

Amazed at C.E.A.'s Moderation

THE Bristol Branch of the C.E.A. has expressed amazement at the moderate attitude of headquarters in confining their campaign for Entertainment Tax relief to a mere ½d. off seats up to 9d. and urges the complete abolition of the tax.

A move to extend the local agreement with the N.A.T.K.E. to halls outside the city area was considered by the Bristol Branch, who also discussed a warning from the justices regarding compensatory holidays for managers of halls where Sunday concerts were held.

F. G. W. CHAMBERLAIN, the chairman, submitted the report of the Entertainment Tax Committee's decision to apply to the Chancellor of the Exchequer for the reduction by one halfpenny of the tax on all seats up to and including ninepence gross.

H. F. WREN criticised the Committee for not adopting a bolder attitude on this question. He moved the following resolution:—

"That this Branch is amazed and astounded that the Committee should consider, think or suggest that the reduction may be one-halfpenny off the ninepenny seats. Surely, after waiting twenty years and with the fighting material that the Committee has at its command, and also in view of the fact that ex-Chancellors had declared they wished they had abolished the tax, the Branch considers that the Committee should be able to urge the present Chancellor to abolish the tax."

The resolution was seconded by W. TRUEMAN DICKEN, and was carried.

New Staff Agreement

The Clerk reported the receipt of a letter from T. O'Brien, of the N.A.T.K.E., requesting that an agreement regarding wages conditions should be made for all kinemas in the area not covered by the Bristol agreements.

After some discussion the meeting agreed that copies of the Bristol agreement should be sent to all exhibitors outside Bristol, and that special meetings of country members with branch officials should be held on March 7.

Managers and S.O.

A letter was read from the Bristol licensing justices to the effect that they were concerned that no arrangements seemed to have been made for managers of halls where Sunday concerts were held to have a day's holiday as compensation for Sunday duty. It was pointed out that if some compensatory holiday were not given, the justices would take the matter into consideration when applications were made for the holding of Sunday concerts, or when the kinema licence came up for renewal.

"Marriage Forbidden" Allowed

The SECRETARY reported that permission had been granted for the presentation of the film "Marriage Forbidden," provided that no person under sixteen was admitted to the premises where it was being shown.

AIR MINISTER THANKS C.E.A. AND NEWSREELS

Sir Kingsley Wood, Minister for Air, has written to the C.E.A. thanking members and the newsreels for their co-operation in showing the Air Force trailerettes, which have assisted recruiting.

COST CLAUSE FOR SHORTS

A.C.T. Welcomes New Proposal

A POWERFUL plea for a cost clause to be applied to short films is put forward by George H. Elvin on behalf of the Association of Cine-Technicians, of which he is secretary.

In a letter to the KINE. he writes:—

"Whatever views we may have of the shortcomings of the Cinematograph Films Act, 1938, there is general agreement that the minimum cost clause so far as long films are concerned has been an unqualified success.

"It has succeeded in abolishing the 'quickie,' has consequently tended to improve quality, and benefited technicians and workers engaged on those productions. I feel that similar benefits would accrue from the operation of a similar clause so far is short film productions are concerned.

"Exhibition does not necessarily imply merit. A film which is produced cheaply can generally be rented cheaply, and this reason might, therefore, be advanced as to why films which cost a small amount of money are shown to the public. Because it must not be overlooked they rank for quota. The old quota 'quickie' was shown to the public. It got howled off the screen in many cases, but that type of production still continued to be made and exhibited.

"Personally I welcome any move which tends to improve quality, and which by means of a minimum cost clause will help to ensure fair wages and working conditions for the technicians and workers engaged on production."

Fire Closes Edinburgh Kinema

Considerable damage was caused by a fire which broke out in the Salisbury Picture House, Edinburgh, early on Tuesday morning. The balcony was completely destroyed. It has been decided to close down the house for some time and carry out reconstruction and reseating.

The house is owned by the Bernard Frutin circuit.

A

KINEMATOGRAPH WEEKLY

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WASTE NO MORE TIME

ONE of the most depressing features of a not very cheerful period is the almost complete uselessness of the interest which Parliament takes in our affairs. Hardly a day passes without a question on some film matter being addressed to the Government, and a more futile series of nagging queries have never wasted the nation's time.

There are many things in which we of the Trade want to encourage public interest. The more our troubles are understood the better the expectation that they may be mended. True, most of us know perfectly well that the cure of our ailments does not rest with the legislature, but we feel that at least the entertainment of half the nation should be intelligently appreciated.

Instead of which they concern themselves with questions of the least importance, sometimes worded cleverly enough to make the uninitiated think there is a subtle something behind them; sometimes just waste of breath.

One practical matter of considerable importance was broached some time ago, certainly. It implied official dissatisfaction with the conditions of the Trade's employees. But by the time this question was ventilated, negotiations were well under way which have since culminated in a series of agreements covering nearly the whole of the land. Here is an example of good work being done by the Trade for the Trade, and we owe little to Parliamentary help.

A good deal of time is taken up by querying the working of the 1938 Act. Naturally this is properly a matter for the House, but the way in which the points are raised suggests that there is very slight practical knowledge behind them.

If we could see a genuine intention to elicit facts that would be helpful we might not be so impatient; if there were evidence of useful and usable information being brought within the grasp of the public, all the Trade would welcome it.

There is no shortage of brains in Parliament, and there are plenty of troubles to put right. In the case of our own Trade, we have found, however, that we ourselves have done almost everything worth doing.

One direction in which we could ask for something to be done for us is in the matter of the Entertainment Tax. Any relief that might be afforded to us would act as a wonderful solvent of many difficulties, and as a genuine all-round stimulant.

Whether any Chancellor of the Exchequer, however, faced with a frightful armaments bill, could afford to forgo such an easy and profitable source of revenue is another matter altogether. We may indulge in hope—there is no charge for that. But outside this particular subject we still feel that Parliament and the film business mean very little to each other at the moment.

Those who would increase the quota of British films are cancelled out by the very considerable body of opinion which would have no action calculated to emphasise the present shortage of product. And to increase production is no simple matter that the Board of Trade can effect by turning a key. The cure is with the City, and the City is not in a mood to invest in anything while Continental politics are in such an unhappy state. That is the real fundamental, and if there is anybody clever enough to put this right, all the world will thank him.

But we are getting no further just because of a fusillade of time-wasting Parliamentary questions.

Long Shots

"THE OUTSIDER" LUNCH — PARA.'S PRODUCTION CHIEF — E.R.P.I. PRESIDENT'S VISIT—A FORECAST FULFILLED—BIG-SCREEN TELEVISION

ALTHOUGH John Maxwell has been associated with the Industry since 1912, it was not until six years later that he acquired that interest in Waverley Films of Glasgow which proved to be the origin of the present Associated British Picture Corporation. This event and other interesting stories of the early days were recalled on Tuesday by Arthur Dent, who, as managing director of Waverley, initiated "J. M." into the mysteries of the Industry of which he is now the outstanding figure.

THE occasion of these reminiscences was a Press luncheon, held with the threefold object of putting over "The Outsider," the current attraction at the Regal, of introducing Mary Maguire, the little Australian star of the film, and also by way of celebrating the coming of age of Associated British. Mr. Dent was supported by producer Walter Mycroft, to whose work he paid a well-deserved tribute when he described him as the one person who for twelve years had consistently turned out pictures which were profitable to the box-office and acceptable to its patrons.

J. M. himself is on the Riviera, and was unable to attend, but among the Associated British chiefs present were W. D. Scrimgeour, Arthur S. Moss, E. Lightfoot, G. H. Gaunt, A. Howie, C. Elder, W. A. Fielder and many of the company's film directors, and, of course, the players appearing in "The Outsider." The latter were distributed among the guests and this afforded an admirable focal-point for Associated British propaganda talk. During the proceedings Mr. Dent welcomed Mr. Rogers, their American representative, and Mrs. Rogers, and Ernest Wettstein, recently appointed Paris representative.

AS briefly mentioned on the studio page of last week's KINE., Paramount has selected Richard Blaydon to take charge of the company's production schedule in this country. David E. Rose, Paramount Film Service managing director, now makes the statement of Mr. Blaydon's appointment as supervisor of all British productions of the company.

AN Englishman with a unique experience of production methods during 18 years in Hollywood, for nearly five years he was assistant to Paramount's productions control manager and later was associate producer with Louis Gensler, who produced "Artists and Models."

I HAVE pleasant anticipations of meeting T. Kennedy Stevenson, the president of Electrical Research Products, Inc., who lands in this country just as we go to press. A mutual friend prepares me for an introduction to a very charming personality, and I have every confidence in his description, for Western Electric and its allies have an enviable reputation for the character and quality of their man power.

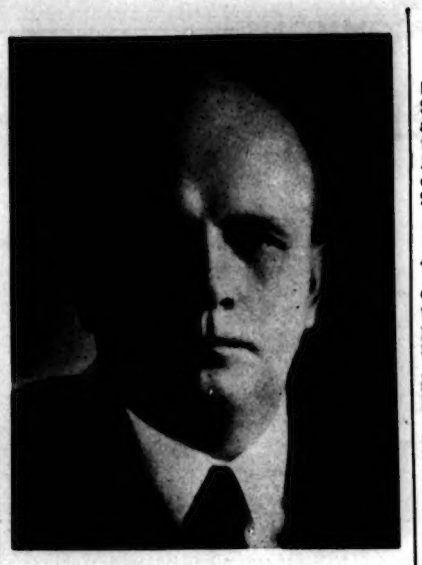
I AM afraid Mr. Stevenson will only have a couple of weeks here in which to get acquainted with British business and people, but he is sure of a welcome. His appointment to the presidency of his great organisation only dates from September last, when he succeeded the late Whitford Drake.

THE knowledge that W. R. Fuller was to be chairman brought a record attendance to last week's Cinema Luncheon Club meeting, and as the provinces and Wardour Street were well represented there was a very jolly gathering. The guest speaker, Sir Edward T. Campbell, M.P., whom I last met when he opened the Bromley Odeon, was not to be drawn into telling his audience things they knew more about than he did, so he confined his remarks to a story of the Air Force of to-day.

MANY members of the renting side were present, because the club was anxious to give tangible form to the friendly feeling they have for W. J. Gell, C.B.E., and to show their sense of the occasion by presenting him with an inscribed tankard. The cheers which greeted this little ceremony were a measure of W. J.'s popularity. By the way, the next meeting of the Luncheon Club will be on March 15, and W. P. Carter, of Stolls, will be in the chair.

W. J. GELL was among those formally invested by the King with the symbol of New Year Honours on Tuesday. He received the insignia of a Commander of the British Empire, announced on January 1. It is worth noting that this honour is the first of its order to be conferred for purely kinematographic services. Those which have been conferred before on other members of the Industry have been given for services in other fields of activity. Once again, congratulations.

WITH a month to spare, applications are coming in very quickly for tickets for the C.E.A. Banquet on March 14. Over 70 arrived by the first possible post after the Press announcement, and on Tuesday the number was well over 200. At this rate late applicants may be unlucky.



T. KENNEDY STEVENSON, E.R.P.I. President, visiting this country

AN executive committee meeting of the London and Home Counties Branch C.E.A. is to be held next Wednesday, when the question raised at the annual meeting of a sub-committee of independents to discuss the special problems of independents will be discussed.

THE final outstanding points in the new agreement to be signed between the C.E.A. and P.R.S. are now being negotiated, and upon their finalisation official statements will be made regarding the conclusions reached. It is not likely that the changes from the present P.R.S. licence will be drastic.

MY exclusive revelations last week of the moves behind the Amalgamated deal provided both lay and Trade Press with an excellent story which, when it broke officially, did not differ materially from the account appearing in these columns. The secret of the eleventh-hour offer by J. Arthur Rank, of course, was his recognition of the danger to the interests of the shareholders of the D. and P. Studios were so modern a production unit to pass into the hands of the one possible competitor of the merged Denham and Pinewood studios. By immobilising Amalgamated, this danger has been obviated at least so far as these particular studios are concerned.

WHAT of the future? There seems no likelihood of Amalgamated being put to production uses for, apart from the fact that these additional stages are not, and will not be, needed for a very considerable time, if ever they are to be employed for this purpose an expenditure of at least another £100,000 will be entailed for the installation of the necessary equipment. As the purchase price of the studios is said to be in the neighbourhood of £200,000, there will have to be a considerable increase in the demand for floor space to warrant a total expenditure of over £300,000.

STARS OUT OF THE AIR

KINE New York Cable from MOTION PICTURE DAILY

M-G-M to drop radio show, probably in June, but perhaps March 30, as first scheduled.

DARRYL ZANUCK to seek limitation on stars' appearances on the air. N.B.C. seeking film tie-ups on television programmes.

UNIVERSAL first fiscal quarter to February 1 expected to show profit.

MURRAY SILVERSTONE and Hal Roach set 1939 programme to cost about $5,000,000.

JOSEPH SCHENCK re-elected President of Motion Picture Producers' Association on coast. Edgar Mannix, Samuel Goldwyn and Frank Freeman added to Board of Directors.

GABRIEL PASCAL to film life of Amelia Earheart.

NEW BILL for theatre divorcement introduced in Kansas State legislature, similar to Dakota law, just repealed.

NORTH DAKOTA Theatre Divorcement law repealed. U.S. Supreme Court finds distributors on two circuits guilty violation of anti-trust laws in restricting admission prices to subsequent run houses in so-called Dallas case in Texas.

THINGS are not too cheerful at Iver these days, for an engine with no steam in the boilers can be rather a heart-breaking sight. I had a word with Jimmy Sloan, and in his case I am able to record a move; he is going over, this week-end, to take charge of J. A. Rank's studio at Norwood, where he will manage the production of pictures for the Religious Film Society.

AFTER a long period of continuous production the Warner-First National studios at Teddington are temporarily closed preparatory to a renewal of production activities on a much greater scale than previously. It is in connection with the new schedule of big-scale subjects that Jerome Jackson, their production chief, sailed on Wednesday for the States. He will be away on the trip, which is also connected with family matters, for two or three weeks, and will confer with the Warner Bros. production executives on the new plans for Teddington.

H.R.H. the Duchess of Gloucester and a big audience of social celebrities have signified their intention of being present at the charity première of "Gunga Din" on February 28 at the Gaumont, Haymarket. The charity to benefit is Saint Bartholomew's Hospital. "Ferdinand the Bull" is the supporting picture.

PEOPLE who have been watching the development of large screen television are talking of next Thursday's theatre reception of the Boon-Danahar fight at the Marble Arch Pavilion as an event which should rank in historic importance with Lumière's film shows of 1896.

IT is the first time that a televised scene has been planned to be received on so large a screen, and the first time that permission has been given by the B.B.C. for such pictures to be shown to paying audiences.

THE basis of the screening is somewhat uncommercial, as the National Sporting Club, under whose auspices the fight is being conducted, has requested the gift of television receivers to hospitals as a condition of permission to transmit the fight.

IF the results are successful, some special form of agreement will undoubtedly follow, permitting the public presentation of certain televised events—not yet of complete programmes. A N.S.C. official suggests that the huge revenue derivable from kinema patrons for television entertainment might make it possible to raise £35,000 in order to tempt Joe Louis to fight in this country.

I WAS glad to have a visit last week from Barney Levy, a director of the De Luxe Super Kinema in Durban, one of the theatres operating under the recently established 20th Century-Fox franchise in South Africa.

HE anticipates very big results from the franchise, and already the theatre, which opened in August, is doing big business. Barney is crushing in a big programme of visits during his stay here, and reporting back to W. Levy, his managing director brother, on his return on the contacts he has made.

EVERYONE who has seen Anna Neagle in the flesh or in screen shadow will hear of the death of her father, Capt. H. W. Robertson, with deep sorrow. He passed away on Sunday at her Hampstead home, aged 67 years, leaving Miss Neagle and her brothers, Stuart Robertson, the singer, and Commander A. J. T. Robertson, to mourn him. Miss Neagle was due to sail for America yesterday to start work on her first Hollywood film; she has been obliged to postpone her trip in consequence of her bereavement.

ALTHOUGH he does not appear as frequently in films as his admirers may wish, Conrad Veidt, with whom I chatted at the Lansdowne House Restaurant, following the preview of "Le Joueur d'Echecs," is still one of the most popular screen stars.

IN his debonair manner he told me that the film we had seen was only the second picture he had made in France, and that he had to learn his lines like a child at school—which, by the way, does not strike one when he is seen on the screen.

HE is very enthusiastic about his recently completed Denham picture, "Spy in Black," which, he declares, avoids all the usual clichés of its type. He is looking forward to playing in Korda's "Thief of Bagdad." He has a great appreciation of the work that French studios are doing, but feels that England is holding her own with outstanding subjects.

THE STROLLER.

Close-Ups

By

Screencomber!

TOWARDS A MORE VIRILE SPEECH

ACCORDING to the things I've been reading, the American ear has yet to become attuned to the English accent. That, so they say, is one of the chief reasons why British films don't go over in the States. So why not, to simplify matters, have explanatory sub-titles on the lines as foreign films over here?

While I don't profess to be so hot on Shakespeare, there's Henry's speech, which I've probably got all wrong, but might be translated so:—

"Once more unto the breach, dear friends. . . ."

American sub-title.—"Let's take another sock at 'em."

"Or fill the wall up with our English dead. . . ."

American sub-title.—"Bung the wall up with stiff limevs."

"In peace there's nothing so becomes a man, as modest stillness and humility; but when the blast of war blows in our ears, then imitate the action of the tiger; stiffen the sinews, summon up the blood, disguise fair nature with hard-favour'd rage; then lend the eye a terrible aspect, let it pry through the portage of the head like the brass cannon; let the brow o'erwhelm it as fearfully as doth a galled rock o'erhang and jutty his confounded base, swill'd with the wild and wasteful ocean. . . ."

American sub-title.—"Get tough!"

AND YOU!

He said "The same to you, sir."
To a producer
Which got him in a mess—
He should have said "Yes."

ALICE IN WARDOURLAND

ALICE suddenly found herself in the middle of tremendous activity. All round men were rushing backwards and forwards with hods of bricks on their shoulders and structures were being erected at a terrific pace. "Whatever are they doing?" Alice asked the Mad Renter. "Don't be silly," he replied, "they're building cinemas." "You mean kinemas in this paper," said Alice. "All right," said the Mad Renter, "Kinemas."

"But surely," said Alice, "they'll never be able to fill all those halls."

"Of course not, stupid," said the Mad Renter, "but we'll be able to bar them."

I'VE GOTTA NORSE

FOR a new racing film, I'm glad to see that they are showing a certain amount of enterprise and have arranged that on the opening night they will have all the stable boys from Epsom, a tote, and a complete racing stables in the vestibule.

But is this going far enough? There is bound to be a lot of jealousy if the stable boys alone are invited. Why not the horses? I feel sure that they would be sufficiently gracious to accept such an invitation and turn out in force on the opening night. But a tip to the publicity director. He will know from experience that when he invites two screen stars it is a matter of professional pride to arrive last. This is exactly how the horses I back behave. So he'd better not worry about starting the film on time.

INTELLIGENCE TEST

IN line with all the popular papers I intend to try out readers on various knowledge tests. Here are a few questions that will show you just how much you don't know about films.

"What do you think of our London policemen?"

"What does Marlene Dietrich think of our London policemen?"

"What do our London policemen think of Marlene Dietrich?"

"What does it all matter, anyway?"

"And what are you going to do about it?"

THE CHALLENGE

THE new television slogan: "You can't shut your eyes to television," has been upsetting certain of the film critics who feel this is a slight on the profession in general.

One well-known critic, on behalf of his confrères, has undertaken to shut his eyes to almost anything and has discarded the use of an insomnia cure that guarantees sleep through even the most interesting picture. In the interests of truth in advertising the particular critic has challenged the B.B.C. to stage a programme that he can't sleep through or shut his eyes to.

SONS OF TUBAL KANE

F. W. KRAEMER, Grand National executive, having decided to change his name, announced the switchover in a verse mailed to his friends:—

"Mr. Shakespeare said (so I've been told):
'What's in a name'—but that was of old;
The Nazis came and put all to shame;
I'm not Germanic—so henceforth I'm KANE."

I don't like Mr. Kraemer's verse; it doesn't scan, and it doesn't always rhyme. I present him with the following. He may not like it better, but I do.

"Kraemer" equals "grocer,"
"Grocer" "sugar-cane."
Naziland, no sugar,
Non-Germanic "Kane."

Anyone singing this in public is liable to be taken up for offending the heads of unfriendly powers.

Public Television Shows at West-End Halls

PAYING AUDIENCE TO SEE FIGHT ON 15 ft. SCREEN

Television reception in a theatre to which the public is admitted on payment—the first occasion on which this has been permitted by the B.B.C.—takes place next Thursday, February 23—in two London theatres, the Marble Arch Pavilion and the Tatler, Charing Cross Road.

The event to be so received is the Boon-Danahar fight at Harringay arena. It will be seen at the Marble Arch Pavilion on a screen 15 ft. by 12 ft., by means of an improved apparatus, the only one of its kind in existence, recently developed by Baird Television engineers. The Tatler is using the apparatus which has proved so successful in earlier television reception on a large screen.

A meeting held last Saturday, at which Sydney Hulls, the fight promoter; A. G. D. West, of Baird Television; L. Thompson, of the B.B.C., and J. Hardy, of the National Sporting Club, were present, discussed the details of the broadcast, which will include the whole of the fight preceded by interviews with the boxers in their dressing-rooms.

Hitherto, the B.B.C. has objected to the public presentation of its programmes. The N.S.C. has arranged the terms of the broadcast, which is understood to include the gift of television receivers to hospitals and other institutions.

It is likely that one of the results of next Thursday's theatre screen reception will be the extension of television transmission facilities to the provinces, with Birmingham as the next scene of operations.

The apparatus to be used is a special type of cathode ray receiver working at very high potentials, and projecting the image off the fluorescent screen on to the kinema screen.

E.R.P.I. PRESIDENT IN LONDON

T. Kennedy-Stevenson to Confer With W. E. Chief

Paying his first official visit to the British Isles since becoming President of Electrical Research Products Incorporated, T. Kennedy Stevenson, who is also a director of Western Electric Company, Limited, arrived in England on Wednesday on the *Queen Mary* to spend a short time at the London offices. With him is Joel C. R. Palmer, contract counsel for E.R.P.I. Products Inc.

Mr. Stevenson's visit follows his recent tour of the Hollywood plant and studios. He will be in London for about two weeks, and then return to New York.

In the course of his long and distinguished career with Western Electric, he was responsible for many years for the manufacturing and commercial policies affecting the several factories of the company.

Mr. Stevenson is a graduate of Princeton University, and has had extensive commercial experience in Europe and South America. He joined Western Electric in New York in 1914, and was appointed comptroller of manufacture in 1923. He was elected to the presidency of E.R.P.I. and the directorate of Western Electric Co. Ltd., last September.

HALF DUNDEE S.O. TAKINGS FOR CHARITY

Police Decision to Stand

Dundee Corporation Police Committee, after lively debate, has decided to adhere to the recent decision that half the gross proceeds of Sunday concerts must go to charity.

Several new applications were granted under this condition and it was proposed that the whole position should be reviewed at the end of the concert season.

Coun. Hughes said the wrong people were benefiting; theatre proprietors were getting far too much, but the Committee's policy was working and bringing rents down.

The Committee later considered reports and financial statements on recent Sunday concerts; one showed a loss, another was short of 50 per cent. for charity by £18; in one case the hire of theatre was £30 and the total income only £31.

E. T. CARR TO TOUR BRANCHES

E. T. Carr, joint managing director of United Artists, leaves on Monday for a tour of the provinces, during which he plans to visit all the U.A. branches and to attend the screenings of the new Hal Roach super "Topper Takes a Trip," which have been arranged in Glasgow, Newcastle, Leeds, Manchester, Liverpool, Birmingham and Cardiff. Mr. Carr will be accompanied by Sidney Jackson.

This is the second visit Mr. Carr has made to the provinces in the past few months, and he hopes by these visits to maintain even closer contact with exhibitors and the U.A. sales force in the field.

DISASTROUS EFFECT OF OVERBUILDING

1s. 6d. as Renters' Share of Takings

AN example of the calamitous effect of overbuilding, not only upon the smaller exhibitors, but also upon renters, is supplied from Northern Ireland, where, in one of the large towns of the territory, the renters have received recently from one kinema a return marked "Nil—no patrons turned up. Programme not shown."

"Upon other days they received small amounts as their share, 3s. 4d. and 1s. 6d. being two of the amounts. The exhibitor has, of course, paid his guarantee, and intends to do so with all bookings, no matter what happens, but eventually the house, as a result of two others competing with it, will have no option but to close down.

Two or three renters thought this was an Irish leg-pull, but their query to their local representative, "Is this perhaps a joke?" soon brought the confirmation of the situation.

Nudity in Films

NO CERTIFICATES GIVEN BY CENSORS

The British Board of Film Censors have given an assurance to the Public Morality Council that they have not certificated the "nude actual or in shadow" in films and are not likely to do so.

Making this announcement in their review of the work accomplished last year the Council state that efforts to present films of this kind have been made.

During the year the Council received reports on 732 films, and as a result they commend 68 films and add 248 films to which no reasonable objection could be made.

Attention was called to elements in scenes, depicting racketeering not customary in this country, and some which were dependent for inspiration on fear.

Other elements were considered to show light treatment of marriage or to stress easy divorce, brutality and crime, or to be sordid and vicious, to commend cheating, or emphasise gambling.

On the other hand, appreciation was expressed of the great improvement in films, generally speaking, of the almost complete disappearance of "sexy" situations, of pleasing comedies of right emphasis, and of wholesome stories.

Reports on 93 plays and revues were considered, of which 17 called for no comment and 39 were deemed commendable, while 22 performances were criticised.

DIXON SCOTT DIES IN EGYPT

Well-known Northern Exhibitor

The death has occurred in Egypt, where he had gone for his health, of Dixon Scott, who was one of the pioneers of the kinema on Tyneside.

Mr. Scott, who was 55 years of age and widely known, commenced his kinema career with the old Kino Theatre, Jarrow, which he afterwards disposed of. Later he was identified with the Central Palace, North Shields; the Princes Theatre, North Shields; the Haymarket Cinema, Newcastle, and the News Theatre, Pilgrim Street, Newcastle. He built the three last-mentioned halls.

He leaves a widow and three sons, one of whom, Dixon Scott, Jun., is manager of the News Theatre, Newcastle.

GAIETY, MANCHESTER

ACQUIRED BY JOHN BUCKLEY

John Buckley, connected with several kinemas in Lancashire, has signed a lease dating from February 20 of the Gaiety Theatre, Manchester, which closed down nearly a fortnight ago, at the end of the run of a pantomime.

It is expected that plays will be produced at the Gaiety, which is owned by a company of which the chairman is Coun. Sam Fitton.

J. A. RANK BUYS AMALGAMATED

J. A. RANK

No Immediate Use as Studio

McALPINE'S OFFICIAL STATEMENT

AN announcement by Sir Robert McAlpine and Sons (London) Ltd., the debenture holders of Amalgamated Studios, reveals that the premises have been acquired by J. Arthur Rank, who, however, does not propose to operate them—in the immediate future at least—as film studios.

The official statement which was issued on Friday evening is in the following terms:—

Sir Robert McAlpine and Sons (London) Ltd., announce that negotiations are now concluded for the sale of Amalgamated Studios at Elstree to J. Arthur Rank, Chairman of General Cinema Finance Corporation, Ltd., and a director of D. and P. Studios, Ltd.

Although an expenditure of over £100,000 would be necessary to complete the equipment of the studios to enable films to be produced there, it is understood that Mr. Rank would undertake this expenditure if the demand for studio space for British pictures justifies it.

In the meantime, the accommodation at Pinewood and Denham can provide facilities for all the first-class pictures that are likely to be made, and when fully employed will be able to absorb any technicians who are out of work at Elstree.

While the space at the Amalgamated Studios is not required for film making, the empty stages might make very suitable storage in connection with A.R.P. arrangements, either of Government departments or commercial firms.

MANCHESTER MEETING ON SOUND SETS

Major Gale to Talk

Users of Western Electric sound equipment in Manchester and district have been summoned to a special meeting to be held under the auspices of the Manchester branch C.E.A. on Friday, February 17, at the Grosvenor Hotel, Manchester. Major A. J. Gale, O.B.E., J.P., has promised to give an address and to advise members on the findings of the committee which has been in negotiation with the Western Electric Co. during recent months.

"It is important," states the notice convening the meeting, "that no fresh agreements should be made either with this or with any other company until the position respecting costs, service charges and replacements has been clarified."

"The General Council consider the matter to be of such importance that all members, irrespective of the sound set they are at present operating, are invited to attend the meeting to hear Major Gale's observations."

War Office Aid for Film Refused

Continued from page 3

March 31, 1938, but no exemption certificate was issued. Seventy-one exhibitors were in default in the year ended September 30, 1938, including 42 in respect of part of the year only.

The Cinematograph Films Council had not yet completed their consideration of these cases, declared Mr. Stanley, who added that he was afraid he could not give the exact number of applications made for certificates.

In general, all renters or exhibitors in default were given the opportunity of claiming a certificate, and practically all did so.

Mr. Day: "Can the Rt. Hon. Gentleman say whether the exemption certificates are considered by himself or the Advisory Committee?"

Mr. Stanley: "In the first place by the Advisory Committee."

Mr. Day: "Have they any appeal to the Rt. Hon. Gentleman?"

War Office Aid Refused

Geoffrey Mander asked the Secretary of State for War if he would state the reasons why the co-operation of the War Office was refused in the production of a recruiting film titled "The Spirit that is England," put forward by British Fine Arts, Ltd.

Leslie Hore-Belisha said that the synopsis of the film in question was carefully examined, but its value for recruiting purposes was not considered to be sufficiently high to warrant the granting of the extensive facilities requested in connection with its production.

Mr. Mander: "Are the War Office prepared in principle to co-operate in the production of recruiting films?"

Mr. Hore-Belisha: "Certainly, and we have done so."

Mr. Mander: "Will the War Office be prepared to discuss the possibility of alterations in the present film?"

Mr. Hore-Belisha: "I will certainly discuss that with my Honourable Friend."

FOX BRITISH PICTURES

As from February 8, the name of Fox British Pictures, Ltd., has been altered to Wembley Film Studio, Ltd.

The directors are F. L. Harley, Roy Simmonds, K. N. Hargreaves, N. H. Nesse is the secretary.

London Trade Show Diary

OFFERINGS TO BE SCREENED BETWEEN THURS., FEB. 16 AND WED., FEB. 22

Robert Wilcox and Helen Mack in the Universal picture GAMBLING SHIP, which General Films are Trade showing at the Cambridge Theatre on February 20 at 3 p.m.

Thursday

Le Joueur d'Echecs (*Unity*)

Berkeley Kinema. 2.30 p.m.
Cast: Conrad Veidt, Francoise Rosay, Paul Cambo, Micheline Francey. **Director:** Jean Dreville.

"Le Joueur d'Echecs" ("The Chess Player") presents a fantastic chain of perfectly true historical events at the court of Catherine the Great of Russia, who was then fighting the revolutionary spirit in Poland led by Boleslas, the lover of Sonia, ward of Baron Kempelen, an eccentric inventor of life-like models. It was his love for his ward, and the threat under which her lover was living, that persuaded Baron Kempelen to make a mechanical chess player—a figure seated at a table, which competed with Catherine II herself at a game of chess. It was this very contraption which saved the young Boleslas and resulted in the death of its inventor. And it was Catherine who was instrumental in causing his death.

Exposed (*General Films*)

Cambridge Theatre. 3 p.m.
Cast: Glenda Farrell, Otto Kruger, Herbert Mundin, David Oliver, Lorraine Krueger, Charles D. Brown, Bernard Nedell, Richard Lane, Eddie Anderson, Maurice Cass, John Kelley, John Butler, James Blaine. **Director:** Harold Schuster.

Glenda Farrell and Otto Kruger, a popular new romantic team, appear in this Universal film, which is based on the activities of the candid camera magazines which have recently assumed an important position in the journalistic field. Glenda Farrell, as a candid camera girl, visits a New York doss-house, where she personally photographs Otto Kruger, a down-and-out former district attorney. Labelled "a drag on society" when the pictures are published, the lawyer sues the reporter and her magazine for libel. The suit indirectly brings about his return to public life. At first sworn enemies, the photographer and the prosecutor eventually combine forces to round up a racketeering gang at imminent danger to both their lives.

Son of Frankenstein (*General Films*)

Cambridge Theatre. 8.30 p.m.
Cast: Basil Rathbone, Boris Karloff, Bela Lugosi, Lionel Atwill, Josephine Hutchinson, Emma Dunn, Donnie Dunagan, Edgar Norton. **Director:** Rowland V. Lee.

Universal, producers of the screen's most notable all-time shockers, "Frankenstein" and "Dracula," should crown all former "horror" achievements with "Son of Frankenstein," their new powerful thriller, packed with hair-raising highlights and at the same time a masterpiece of dramatic artistry, which boasts a triple star quota.

The film, a sequel to the original "Frankenstein," takes place twenty years later, when Basil Rathbone, as the old Baron's son, returns to Frankenstein to claim his father's estate. He receives a frigid welcome from the villagers, who have not recovered from the monster's horrible ravages which have recurred throughout the years, although the inhuman brute was apparently irrevocably destroyed. Soon after his arrival the son of Frankenstein discovers that the monster still lives, guarded by the crazed Ygor, who has survived the gallows and a broken neck—a part taken by Bela Lugosi.

The Baron cannot resist his scientific urge nor the sentimental desire to vindicate his father's name by humanising the giant creation. Immediately the monster comes back to life terror stalks again in Frankenstein, and it is not until the life of his baby son is threatened by the monster that the young Baron's instinct as a father overpowers his scientist's brain. In a climax fraught with breath-catching drama and suspense, the father, aided by his frantic wife and the chief of the police, sets out to accomplish the ultimate destruction of the monster.

Friday

Secrets of a Nurse (*General Films*)

Cambridge Theatre. 3 p.m.
Cast: Edmund Lowe, Helen Mack, Dick Foran, Paul Hurst, Leon Ames, David Oliver, Samuel S. Hinds, Frances Robinson, Clarence Muse, Stanley Hughes, Horace MacMahon, Dorothy Arnold, George Chandler, Clyde Dilson, Virginia Brissac. **Director:** Arthur Lubin.

"Secrets of a Nurse," a Universal picture, presents an unusual romantic triangle. Helen Mack, a young nurse, is loved by Edmund Lowe, a wealthy criminal attorney, and also by Dick Foran, a penniless prize-fighter, whose life is saved by the nurse. The girl, who has resisted the attentions of the wealthy attorney, another of her patients, finds herself rapidly falling for the boxer. The couple's romance crashes when the boxer is framed on a murder charge, a highlight of dramatic intensity being reached when the attorney, out of devotion to the nurse, sacrifices his reputation as an invincible court-room strategist to defend his rival on the homicidal charge.

Honolulu (*M-G-M*)

Cambridge Theatre. 6.30 p.m.
Cast: Eleanor Powell, Robert Young, George Burns and Gracie Allen, Betty Jaynes, Douglas MacPhail, Rita Johnson, Judith Allen, Eddie Anderson. **Director:** Eddie Buzzell.

"Honolulu" is a musical comedy which has all the earmarks of being a sure box-office hit. It has Miss Powell in the greatest variety of dance creations in her sensational career; it has romance between the star and Robert Young, set in a background of mistaken identity, and it has Burns and Allen woven into the story to present their own particular type of insane humour to inject into a story so full of action and laughs that there is never a dull moment. As a production, "Honolulu" also is an eyeful. Its dance numbers are lavish and unique. Girls, beautiful and plentiful, add to the eye appeal.

Eleanor Powell performs four of the outstanding dances of her career. Her "Hymn to the Sun" number, based upon a traditional Hawaiian dance, is set in a lavish Hawaiian setting. "A Pair of New Shoes" is another new Powell introduction in the modern vein. Another dancing highlight is Miss Powell's imitation of Bill Robinson doing his famous stairs dance. This is done on shipboard in the lavish background of a Pacific liner. The fourth number, with Gracie Allen, is a comedy interlude built for laughs.

This lavish production takes the audience from colourful Hollywood to gay New York and thence to romantic Honolulu, where Waikiki, the Royal Hawaiian Hotel, the Pineapple plantations and, in fact, all of Hawaii, forms the background for an exciting, humorous story.

Monday

Gambling Ship (*General Films*)

Cambridge Theatre. 3 p.m.
Cast: Robert Wilcox, Helen Mack, Ed Brophy, Joseph Sawyer, Irving Pichel, Selmer Jackson, Sam McDaniels, Dorothy Vaughan, Al Hill, John Harmon, Rudolph Chavers, Tim Davis. **Director:** Aubrey H. Scotto.

Racketeering methods of powerful gambling rings are dramatically disclosed in Universal's "Gambling Ship." Robert Wilcox is an undercover man who poses as a gangster that he may more easily learn the secrets of the gambling underworld, while Helen Mack is seen as a young girl who takes over her murdered father's gambling ship when his adamant refusal to sell out to a crooked rival causes his untimely end.

The girl continues the war between her father and the owner of the rival gambling ship, while a budding romance between the young couple is complicated by a series of misunderstandings arising out of the detective's double identity. The investigator, by means of a hidden sound track, incriminates the murderer, and his race to the gambling ship, where a planted time-fuse threatens the life of the girl he loves, brings the film to a dramatic climax.

Tuesday

Boy Trouble (*Paramount*)

Carlton Theatre. 10.30 a.m.
Cast: Charlie Ruggles, Mary Boland, Donald O'Connor, Joyce Mathews, John Hartley, Billy Lee, Andrew Tombes, Dick Elliott, Zeffie Tilbury, Sarah Edwards, Harlan Briggs. **Director:** George Archainbaud.

The screen's most famous "married couple," Mary Boland and Charlie Ruggles, find themselves in a fresh predicament in "Boy Trouble" as the foster-parents of two unruly lads they have absent-mindedly adopted.

Charlie is an over-worked and under-paid department store clerk, who sets out to take the first boy back to the orphanage, but a motor accident on the way makes him the protector of a second mischievous youth. He is further preoccupied with the task of separating his daughter from an admirer with a bent for psycho-analysis. Naturally enough, Charlie becomes estranged from his wife and loses his job, but the two boys come to the rescue.

The first of a new Cinecolor series, "Popular Science," and a new Paramount "Headliner" featuring the Bailey Sisters and Orrin Tucker and his Orchestra will also be shown.

The Whirlwind Horseman (*A.B.F.D.*)

Studio One, Oxford Street. 11 a.m.
Cast: Ken Maynard, Joan Barclay, Bill Griffith, Kenneth Harlan, Joe Girard, Kenny Dix, Roger Williams, Dave O'Brien, Walter Shumway, Bud Buster, Lew Meehan, Tarzan. **Director:** Bob Hill.

Ken Maynard and his famous horse Tarzan are featured in this story of a daring cowboy who ventures into strange territory in order to locate a missing friend. The section is terrorised by a gang of raiders and many thrilling scenes are enacted before the hero is finally able to trap the gang, uncover its real leader and find his lost friend.

Santa Fe Stampede (*British Lion*)

British Lion Private Theatre. 11 a.m.
Cast: John Wayne, Ray Corrigan, Max Terhune, June Martel. **Director:** George Sherman.

The latest of the Republic series of action Westerns starring the Three Mesquiteers revolves around the adventures of the trio when they arrive in a lawless community where a friend has been murdered in an attempt to steal the rights of a gold mine in which the Mesquiteers own a half-interest. John Wayne is in danger of being lynched for the crime, but the other two members of the trio manage to prove his innocence and establish their right to the mine.

Q Planes (*Columbia*)

Cambridge Theatre. 8.30 p.m.
Cast: Laurence Olivier, Valerie Hobson, Ralph Richardson, George Curzon, George Merritt, Gus McNaughton, David Tree, Sandra Storme, Hay Petrie, Frank Fox, George Butler, Gordon McLeod, John Longdon. **Director:** Tim Whelan.

"Q Planes," the much-heralded first super in Columbia's quarter of a million pounds British programme, dramatises a unique and original story of the mysterious and baffling disappearance of bombing planes during their test flights. The complete lack of trace of any wreckage from the lost planes gives added piquancy to the mystery. Three well-known British writers combined in writing the powerful story of this film, which, based on actual events, is of absorbing current interest to the general public.

Expected to rank as one of the biggest box-office successes to come from British studios, "Q Planes" is being released throughout America with Columbia's Hollywood output.

Laurence Olivier has the rôle of a test pilot; Valerie Hobson provides the chief feminine attraction, with a grand performance as a news reporter; Ralph Richardson is ideally cast as a secret service investigation officer.

Mary Boland and Charlie Ruggles in a scene from BOY TROUBLE, which Paramount is Trade showing at the Carlton Theatre on Tuesday, February 21 at 10.30 a.m.

Wednesday

Western Jamboree (*British Lion*)

British Lion Private Theatre. 11 a.m.
Cast: Gene Autry, Smiley Burnette, Jean Ronverol, Esther Muir, Joe Frisco, Frank Darien, Kermit Maynard. **Director:** Ralph Staub.

Gene Autry's new starring subject is a musical Western with a different story. One of his friends, who has a daughter (Jean Ronverol) at school, has pretended for a long time to be rich, whereas actually he is flat broke. Autry decides to keep up the deception and rounds up all his cowboys and makes them into dude ranchers to welcome the girl and her snobbish fiancé, who are paying a visit to the ranch. Meanwhile, the Singing Cowboy has been annoyed by a series of mysterious happenings, and discovers that night prowlers are trying to steal quantities of helium gas which is present in the district. He forestalls the thieves, and later debunks the city dweller for his snobbishness in the approved Autry style.

The Rudd Family Goes to Town (*A.B.F.D.*)

Phœnix Theatre. 3 p.m.
Cast: Bert Bailey, Shirley Ann Richards, Fred MacDonald, Billy Rayes, Alec Kellaway, Sidney Wheeler, Connie Martyn, Ossie Wenban, Valarie Scanlan, Muriel Flood, Leila Steppe, Marshall Crosby, Peter Finch, Cecil Perry. **Director:** Ken G. Hall.

Dad and Dave, the most beloved characters in Australia to-day, are the most important members of the Rudd family in a merry, modern comedy-romance, laden with laughs.

"Dad" Rudd is well content with his lot on the farm until he learns that he has been left a lingerie salon. The family goes off to the city to show the folks how a modern shop should be run. While Dad applies his farm methods to his city store and Dave makes love to the mannequins, Jill sets to work to put things on a proper business basis. She soon discovers that their manager is in the pay of a rival, who reveals that he holds a promissory note on the business for £1,000. Things look very black indeed for the Rudds, when an old friend saves the situation in the course of a dramatic and mirth-provoking climax.

The Mind of Mr. Reeder (*Grand National*)

Cambridge Theatre. 8.30 p.m.
Cast: Will Fyffe, Kay Walsh, George Curzon, John Warwick, Chili Bouchier. **Director:** Jack Raymond.

The first British picture to be Trade shown by Grand National Pictures will be the Jack Raymond production, "The Mind of Mr. Reeder," based on the famous Edgar Wallace character of Mr. Reeder, the quiet little man, who drinks hot milk and longs for a chicken farm, but who is, for all that, one of the most astute and feared detectives attached to Scotland Yard. In the hands of Will Fyffe, straight from his success in "Owd Bob," this character comes to life as Edgar Wallace must have visualised it.

The narrative deals with murder, counterfeiters and general gang-warfare, with Mr. Reeder, all the time, of course, sipping hot milk in front of the fire each night, rounding up a gang of international forgers and, eventually, settling scores with the murderer of his young colleague.

Let's Be Famous (*A.B.F.D.*)

"U." Phœnix Theatre. 8.30 p.m.
Cast: Jimmy O'Dea, Betty Driver, Sonnie Hale, Patrick Barr, Milton Rosmer, Lena Brown, Basil Radford, Henry Hallett, Garry Marsh, Alf Goddard, Hay Plumb, Franklin Bellamy. **Director:** Walter Forde.

"Let's Be Famous" is a comedy-musical that exhibitors should look forward to seeing, for it has been made by the man responsible for some of the most successful musicals ever made in this country—Walter Forde, while the music has been written by Noel ("Lambeth Walk") Gay.

The story is a bright and breezy one, specially written by Roger McDougall and Allan McKinnon, who were responsible for the writing of "This Man is News" and many novel twists have been introduced into a sparkling and speedy plot.

Jimmy O'Dea is a little Irish shopkeeper, who has an ambition to be a great singer. A similar ambition is nursed by 18-year-old Betty Driver. Their paths cross those of two rival advertising agents (played by Sonnie Hale and Patrick Barr) and who are on the look out for new talent for their sponsored broadcast programmes.

Their adventures lead these four into a spelling bee contest at the B.B.C., a music hall, a stunt parachute descent and finally a French broadcasting station, and delightful comedy situations are played out against these backgrounds. In the end, Jimmy's and Betty's ambitions, after hilarious escapades, are realised beyond their expectations.

NEW PRODUCT ANALYSED

DRAMA
Le Joueur d'Echecs
Exposed
Son of Frankenstein
Secrets of a Nurse
Gambling Ship
Q Planes
The Mind of Mr. Reeder

COMEDY DRAMA
The Rudd Family Goes to Town
Boy Trouble

MUSICAL
Honolulu
Let's Be Famous

WESTERN
The Whirlwind Horseman
Santa Fe Stampede
Western Jamboree

S. WALES "WAIT AND SEE" ADVICE ON W.E. RENEWALS

Sub-Committee to Report on Alternative Sets

N. STAFFS CIRCULAR ON TWO SUPERS UNDER CONSIDERATION

HEAVY maintenance charges for sound equipment, small exhibitors' terms, and two "supers" on one programme, were the chief subjects discussed at the monthly meeting of the South Wales Branch at Cardiff on Friday last. W. Lewis Smith, Mountain Ash, vice-chairman, presided in the absence of Norman Wright, Newport, and there was a fair attendance.

At the outset the SECRETARY (W. J. Fooks) reported that after a special meeting of 31 Western Electric users in the area, he had sent the following recommendation to the managing director of the Western Electric Co., Ltd.:—

> In view of the fact that some of the contracts are nearing their end, and taking into account the excessive service charges, it has been decided to appoint a sub-committee to submit to a further meeting to be called later, a report on quality and cost of alternative sets now available.

It was also recommended that no member should sign any agreement until more satisfaction had been received on this question.

Two Supers

A letter had been received from the North Staffs branch regarding the two super films question, and the following recommendation, which that branch thought would be a solution to the problem, was enclosed:—

> Should this film be advertised or played as a second feature at any hall prior to the date mentioned herein, then, and in such a case, the exhibitor should be entitled to forthwith cancel the said contract and no further claim should be made under or in respect thereof.

The letter added that the North Staffs delegate would refer to the matter at meetings of the Negotiating Committee of the General Council and they would be glad of support from S. Wales.

S. ATTWOOD (Newbridge) said the suggestion was worthy of consideration. The recommendation might help to solve his difficulties, particularly in cases where he had to play a film "top of the bill," while in another kinema nearby it was running as a supporting feature.

The SECRETARY said unfortunately he was not able to book two alleged "supers" on a programme. If he could book at such terms films that he could play as second features, why should not the members wish him good luck. If he were able to put on two real "supers" which would pack most halls he would be foolish not to do so. Surely it should be left to the individual exhibitors as to the running of their own halls and not for the C.E.A. to meddle and act against exhibitors in their own interests.

A. B. WATTS cited an instance where at a West Wales kinema two supers were shown on one programme. He asked the exhibitor how he came to do it, and received a reply that if the renters were prepared to book him these films at a reasonable price, why should he not use one of them as a second feature instead of a Western film?

R. DOONER: I think we ought to give more serious thought to the recommendation and to what Mr. Attwood has said. We are told when booking that Shirley Temple and Jane Withers films must go on top. We do this, our contracts are sent back and confirmed, and after a few months have elapsed, we find that the films are played as second feature in other kinemas.

H. VICTOR DAVIS explained that they ought to distinguish between the second runs in towns and the first runs in villages. He thought they ought to defer this matter until the chairman, who was perhaps more affected by this matter than anyone else, returned.

R. DOONER: I object to that. It is a town like Newport that is benefiting. I think we should use all the propaganda we can to see that these contracts are stopped. There are enough intelligent men here to settle this question.

He moved an amendment that the resolution of the North Staffordshire branch be given all the support possible, so that those exhibitors in a favourable position would not get additional benefits over those who were not favoured. S. ATTWOOD seconded.

On a vote being taken the amendment was defeated, and the proposal of H. Victor Davis carried.

For the Blind

The SECRETARY went on to say that he had received a letter from the secretary of the School for the Blind asking for co-operation regarding the free showing of the film "Life Without Light" in the kinemas. It was decided to support the cause.

Support for A.R.P.

Regarding A.R.P. in places of public entertainment, the SECRETARY said a letter had been received from the clerk of the Rhondda U.D.C. enclosing a copy of the Home Office circular in connection with the training of kinema staffs in first-aid, anti-gas precautions and fire-fighting.

The CHAIRMAN said A.R.P. classes had been formed in the Aberdare Valley, and he thought the district should get together and form their own committees.

The SECRETARY declared that as far as Cardiff was concerned the Chief Constable had been in touch with certain exhibitors for some months past. The staff of the Park Hall Cinema, for instance, had already received their training.

W. BERRIMAN: We have a moral obligation to the public in the event of anything happening, and I think that we should support generally any A.R.P. work that may be going on in our areas. I move that this branch recommends that kinemas should co-operate with their local authorities and that the secretary should inform all South Wales exhibitors of this motion.

After H. VICTOR DAVIS, in reply to a question, had stated that head office had not yet been able to discuss the matter generally, the branch unanimously decided to adopt W. Berriman's proposal.

Operating-box Overhaul

W. MORGAN, Blaenavon, told the members that he had received a letter from the surveyor of the Monmouth C.C. requesting him to reconstruct the operating-box at his kinema. He had told the surveyor that he did intend complying with this request because there was no public danger, and that he did not rewind films in the box. Mr. Morgan then asked the branch what steps he should take under the circumstances.

On the SECRETARY'S suggestion it was decided to send a letter to Norman Hart, the Association's solicitor, for legal advice, in the hope that some compromise could be arranged.

Outside Competition

Discussing the transactions of the General Council, Mr. DOONER said that the members would be pleased to know of the amount of support that was being given by the General Purposes Committee on the question of the showing of films by various organisations outside of the Trade. A Manchester member gave glaring instances of the practice of showing these films in public-houses, churches and garages, and in places where there was no Sunday opening they were being shown free in "beer gardens."

R. DOONER

Since he had reported this type of thing to the branch he had noticed that another organisation had advertised the showing of feature films at St. John's Hall, Cardiff.

A. B. WATTS: There are 52 free shows being run in Bristol next week.

Mr. DOONER said he took steps to put the matter before the appropriate committee because he felt that South Wales was not in a position to protest to the various Government departments effectively as head office, who had now promised to take the necessary steps to find out who was supplying the material. There was a heated discussion of the matter, he added, and he felt that some good was derived from it.

Mr. and Mrs. A. S. Moss, general manager, A.B.C., and Mr. and Mrs. Jack Hart, East London supervisor, at the 1st Annual A.B.C. Eastern Area Dance. The proceeds of the evening, which amounted to £42, have been given to the C.T.B.F.

N. Western's Unanimous Ban on Free Gifts

DISSENTING HALLS NOW FALL IN LINE

NORTH-WESTERN Branch has succeeded in getting all exhibitors in its territory into line in discountenancing the distribution of gifts and inducements. At previous meetings attention was drawn to the fact that there were three dissident theatres, but the proprietors of these have now intimated their willingness to conform to the wishes of the Branch. This good news was communicated to the general meeting held at Liverpool on Friday last. W. J. Speakman presided.

The secretary, G. DUDLEY WEST, reported having sent letters to the proprietors of theatres at Colwyn Bay, Widnes and Wallasey, drawing attention to the terms of the Betting and Lotteries Act, and the risks they incurred by organising competitions and the giving of prizes.

These theatres were controlled by the same company, which now replied:—

> It appears we are not quite *au fait* with the position at the theatres mentioned. What we understand here is that certain gifts are being given purely gratis and that there has been no question of a lottery or persuasion or inducements of any kind. Further, we are not very keen on presenting gifts at all and we are accordingly writing to our managers to discontinue same.

The CHAIRMAN said he understood that regardless of possible police action in regard to the holding out of inducements to patronage, if there was a contravention of the Lotteries Act and the circumstances were brought to the notice of the authorities, the holding of competitions would be definitely stopped.

Questions were asked as to the nature of the branch rule on the subject. At previous meetings, reference was made to a case at Birkenhead. Were gifts distributed without conditions or restriction, or were they awarded as the result of some form of competition?

Mr. WHITTELL stated that at about Christmas time all patrons received gifts, but for the more expensive, a spotlight method was adopted to select the recipients. It was this latter action which provoked complaints.

J. H. DOVENER: Then conditions are different in Birkenhead and in Liverpool. In the latter city exhibitors must not offer any kind of inducement.

Too Much Local Discretion

Ald. E. TROUNSON remarked the elasticity allowed by the present laws seemed most undesirable. Justices legislated for their own districts, and what was permissible in one area was not in another. If, however, it was possible to obtain a clear and specific ruling as to the implications of the Betting and Lotteries Act, then this might be posted to the various licensing areas.

23-Year-Old Agreement

J. M. CANNON produced copies of letters sent out in February, 1916, and again in March, 1933, by the clerk to the Liverpool justices, pointing out that competitions of any kind and announcements in regard thereto were not permitted in places of entertainment.

P. M. HANMER explained that this letter was sent out to licensees as the result of an understanding arrived at by Liverpool exhibitors.

It was decided to send a letter to Jeftons Entertainments, Ltd., who had intimated their intention of discontinuing the awarding of gifts and prizes, thanking them for falling into line with the desires of the branch.

Autumn Dinner and Ball

The CHAIRMAN reported that a meeting of the officers had been held to consider the desirability of holding a dinner and ball. Instructions were given to the secretary to write to the chairman of the Liverpool Renters' Social Committee to find out if they would be willing to co-operate in the holding of a kinema ball about the end of March.

At a subsequent meeting of the branch officers, they arrived at the conclusion that a function held in March would be too late in the season. It was now proposed to hold a dinner and ball either late in October or early November.

W.E. Users Meet

Western Electric users in the North-Western Branch were recently summoned to a meeting to discuss service charges, but the attendance, according to a report by the secretary, fell below expectations. The general opinion was that Western Electric service charges were unduly high and bore no comparison with those of other companies. They agreed, however, the servicing work was well done.

Further information on the subject is awaited from C.E.A. headquarters in the form of a list of comparative charges of other sound equipment companies. When the data are received, steps will be taken to consider in what form a protest to Western Electric might be made.

Birkenhead Opening Hours

Saturday morning shows at Birkenhead kinemas was the subject of a communication from a Birkenhead licensee, who reported that a meeting of managers had been held to discuss whether an application should be made to the magistrates for a permanent extension in theatre hours to permit of Saturday morning shows for children.

Most of the managers stated they were already finding it difficult to get capacity houses at the Saturday afternoon children's matinees, and in view of the difficulty in getting suitable films, they arrived at the conclusion that early Saturday morning shows were undesirable.

Tit for Tat

From London and Home Counties Branch was received a communication with reference to the nomination of J. H. DOVENER for the vice-presidency. It was intimated that no instruction would be issued to members of the branch, who would be left to exercise their individual discretion as to the candidate for whom they should vote.

P. M. HANMER: That, Mr. Chairman, is the reply which we have always given in the past.

Continued on page 23

FAILURE OF SMALL HALL TERMS QUESTIONNAIRE

Renters will Regard Result as Absurd

Supplementing the report of the General Council's proceedings, H. VICTOR DAVIS, who complimented R. Dooner on the way in which he presented the facts to the South Wales branch, said that in connection with the request made by the General Council regarding small exhibitors' terms, 296 replies were received to the questionnaire asking, in confidence, details of their business. The number of replies was reduced to 33 as these were regarded as suitable cases to be sent to the renters.

"It is no secret," added Mr. Davis, "that all this questionnaire business is a waste of paper and a waste of time, and I have not scrupled to say so in the Council. Exhibitors will not furnish the details asked for and that is the reason for the meagre results."

Mr. Davis added that 30 exhibitors' cases out of 4,000, whose film rentals were excessive because of their meagre takings, would be regarded by the renters as the height of absurdity. The renters had said that they would deal sympathetically with the case of an exhibitor if he applied to them. The General Secretary had stated, declared Mr. Davis, that replies would be sent out to exhibitors, and he (Mr. Davis) was going to suggest that these replies should be duplicated and distributed to every exhibitor in the branch's area.

This effort might encourage the exhibitors to go to the renters they dealt with, and get consideration of their rentals. If the members empowered the secretary and himself to send out a brief outline of the small exhibitors' scheme, South Wales exhibitors might find something in it which would enable them to get the renters to agree to something which would be of help.

It was unanimously decided to approve Mr. Davis' motion and also to adopt the General Council report.

Support for Mears

After a lengthy discussion, the branch decided to support the nomination of Coun. H. Mears as vice-president of the Association. Paying tribute to Coun. Mears, W. BERRIMAN and S. ATTWOOD described him as one who would be a champion for the small exhibitor because he was a small exhibitor himself.

RENTERS APPROACHED TO EXTEND SMALL EXHIBITORS' TERMS

Discussion on C.E.A. Report

EXPLOITATION OF PRODUCT SHORTAGE ALLEGED

Major A. J. Gale deplored a system which compelled the C.E.A. to prove that members were losing money

C. A. Mathes contended that big product is barred under the small exhibitors' terms

A LENGTHY report on small exhibitors' terms was presented at the General Council meeting at which a further approach to the Renters was reported by the negotiating committee. The discussion elicited a unity of opinions on the benefit derived from the system by the exhibitors concerned.

The Negotiating Committee reported that the General Secretary had written to individual renters on the subject, and copies of the replies received were submitted by the appropriate committee.

The C.E.A. letter stated:—

"With reference to a number of small exhibitors, we deputed our accountants to prepare a statement as to overheads, which would be reasonable and which would eliminate from any discussion items which in the past have been the subject of controversy. These are summarised in percentage form on the enclosure headed 'Note and Definitions.'

"Somewhat Difficult" Cases

"The other sheet deals with actual figures collected by our auditors in respect of 30 kinemas. The first four columns indicate the present actual surplus, or deficiency, after taking into account any allowance for rent and depreciation.

"In explanation of column (5) our estimate of the rental produced by small exhibitor terms of 25 per cent. up to the break figure and 50 per cent. above is put at a figure of 25.5 per cent. as a general all-over percentage. The remaining columns are self explanatory.

"On the present basis of film rentals the 30 cases submitted are of the type which the K.R.S. describes as 'somewhat difficult.' We were informed earlier last year by the K.R.S. that its members 'will continue to deal sympathetically with any exhibitor who may find his trading conditions somewhat difficult.'

"We therefore beg to ask that you will make small exhibitor terms available for all films for the kinemas upon this list, and would thank you for informing us of your agreement to this course.

"On receipt of your reply we shall be happy to submit to you the names of the kinemas whose business details are included in the list submitted."

Discussing the report of the Negotiation Committee, J. ALEXANDER said that after reading the report he felt they were exactly where they had started and that the renters would continue to act as they had in the past.

E. DOOMER asked what an exhibitor should do when he applied to the renters for sympathetic consideration, as promised, and received none.

H. VICTOR DAVIS said that in past years he had booked most satisfactorily on small exhibitor terms for all product. He felt that if the scheme was handled wisely it stood a good chance of being established in the country.

Relationships Broken Off

Previously, the scheme had brought a good deal of relief to those who had used it wisely, fairly and honestly and stuck by the terms. The scheme had gradually fallen into disuse through exhibitors themselves, in many instances, not playing fair over it, so that the renters broke off relations.

If a small exhibitor scheme could be established upon the basis of replies received from the renters it would be of the greatest benefit. He suggested that these replies should be sent not only to exhibitors themselves but to the branches so that the scheme might be organised and got going and made known to exhibitors locally.

No doubt in the past the scheme had broken down largely through the small exhibitors themselves perhaps, through a desire to book some big picture.

Mr. DAVIS said he was speaking of the time when the scheme was in operation previously, when he had got all product. He knew such a scheme would work if it could cover a programme of two features (where that was the habit of the kinema) and all pictures, with no hampering condition for booking an entire output. He thought it was a big chance to get the scheme established and to help the small exhibitor.

J. X. PRENDERGAST remarked that the replies showed great similarity of expression in spite of the fact that under no circumstances could renters deal with or discuss these matters collectively.

H. HOPKINS pointed out that film rentals were not confined to small exhibitors; they were a trouble to all exhibitors. The shortage of British and first-class American product was being exploited to a greater degree than ever in his knowledge.

The C.E.A. must unite, as they had done on previous occasions over disc charges, guarantees and the 40 per cent. Birmingham resolution, and try to get back to a reasonable basis for booking.

Exhibitors' Own Fault

F. W. MORRISON urged that it was now up to the small exhibitors themselves to take advantage of the definite promises made by the renters in their replies and to approach them over individual difficulties.

He contended they had before them a most valuable document, something which the small exhibitor could act and work upon. It was up to the small exhibitor to get the renters to implement their promises made to the Negotiating Committee.

C. A. MATHES referred to the inability to get big product under the scheme, or if it could be obtained at a reasonably early date. Some years ago many delegates had not been small exhibitors, but were taking their £250 a week. What were they taking now?

Another delegate stated that in his opinion the renters had given the C.E.A. blank refusal in their letters; the replies were scrupulously indirect. They would merely send their representative round the country, probably a £2,000-a-year man, and by the time he left the small exhibitor he had tied him up to the eyebrows with product on terms that showed no profit. He himself had taken product on those terms until he had been too badly bitten to continue. **All the renters understood was the mass power of the Association.**

MAJOR GALE deprecated a system which had forced the C.E.A. to spend a considerable amount of money in obtaining figures to prove members were losing money, in an endeavour to get some relief and to give them a chance to make a living.

C. S. JOSEPH stated that the only remedy for the state of affairs at present existing was loyalty amongst the members of the Association in sticking to proposals made.

F. A. PRIOR, after reviewing the situation, thought the only implement left to exhibitors was to strike.

The report was received and adopted.

Annual Meeting on March 14

The date of the annual meeting and annual dinner was confirmed for Tuesday, March 14, and the next General Council meeting on March 15.

The General Council gave an expression of opinion for consideration by the new Council, that the date of the April meeting (in view of Easter) should be deferred until April 19.

LABOUR PROTEST ANOMALY

Sequel to Plymouth S.O. Ban

PROTEST against labour attacks on Trade conditions in the Plymouth area were made at the meeting of the General Council by R. S. Bromhead who alluded to the agreement concluded by the C.E.A. with the N.A.T.K.E.

R. S. BROMHEAD reported that during representations at Plymouth in regard to Sunday opening, when the matter came before the City Council it rejected the report of the Watch Committee and, quite unexpectedly, the labour vote was turned against the application.

The labour leader said kinemas were dismal dungeons of sweated labour and until the conditions were made decent for workers no trade unionists must vote in favour of the Sunday measure.

In Plymouth, Devonport and that area, stated Mr. Bromhead, an agreement had recently been concluded with the N.A.T.K.E. by which all kinemas, large and small, had agreed to increased rates of pay and shorter working hours. This had been reported fully in the Press, and one would have thought that the Trade was entitled to be regarded as an industry that treated employees properly.

He felt there must be lack of co-ordination between the N.A.T.K.E. and the local Trades Council in Plymouth after the Association had met the union. Mr. O'Brien was putting the matter right personally in that area, but in those localities where the C.E.A. had given labour a proper break it should be so recognised and treated accordingly.

The PRESIDENT stated that the officers would take the matter up with Mr. O'Brien.

NOMINEES FOR KINEMAS

A. B. Watts Raises a Problem

A. B. WATTS raised the question of nominees for theatres. In South Wales there was a nominee for one hall who was also a member of the N.A.T.K.E. He had no personal objection to the nominee, but he did object to his being entitled to attend branch meetings which were discussing agreements with the N.A.T.K.E., and then at later meetings to attend joint meetings on the side of the N.A.T.K.E.

Steps should be taken to provide that a member of one trade union could not become a member of another.

The PRESIDENT stated that the modified interpretation of Rule VI (b) was intended to give branches good time to make representations.

SOUND SERVICE CHARGES

Progress of Branch Campaigns

LEAD WANTED FROM GENERAL COUNCIL

THE cost of maintenance of sound reproducing sets was fully discussed at the last meeting of the General Council at which one member protested against a certain firm being singled out for attack.

J. POLLARD, J.P., said the time was long overdue when serious consideration should be given to the matter of Western Electric charges. At the last General Council meeting it was requested that the delegates should go back to the branches and organise meetings.

The Notts and Derby branch had met and made it quite clear that their Western Electric users were not going to renew their contracts under present conditions. Sheffield had also held a similar meeting. The Western Electric Committee was meeting in London in a fortnight's time and they wanted support throughout the country for their campaign.

Good Service

Major A. J. GALE urged that the branch meetings should not be confined solely to Western Electric users, but should include those who had other sets in, so that comparison was possible.

He placed a good deal of reliance upon the memorandum which was to be circulated to all members by head office giving points for discussion and inquiry. There were many things to be discussed with the Western Electric Co. apart from service charges.

BEN JAY said he was at a loss, as an independent exhibitor who has been dealing with Western Electric for many years, to know why such an attack was being made on that firm. He had never been treated better by any American organisation in this country than he had been by Western Electric—their sound was marvellous and their service good, in addition, spares were supplied in the service charge.

Mr. POLLARD reminded Mr. Jay that the recent reductions in charges were due to the work of the C.E.A. Committee on the matter and asked Mr. Jay if he had accepted these reductions or sent them back?

Mr. JAY replied that he had, of course, taken the reductions.

No Complaint Against Sets

T. H. FLIGELSTONE developed the point by saying that exhibitors were not complaining of the Western Electric sets, they were merely complaining regarding the prices which were demanded and which they wanted placed on a reasonable basis.

Exhibitors whose contracts were running out this year had been told by Western Electric, in a very nice way, that if they did not continue their contracts they would be forced to take out the sets.

J. X. PRENDERGAST expressed the opinion that nowadays increasing rates, entertainments tax, rents and service charges—plus a falling box-office—compelled exhibitors to take serious note of their weekly payments in a way they never had before, and to make reductions where they could.

MORRIS M. LEVY said exhibitors all over the country were waiting for the lead of the General Council in this matter.

Coun. J. DREW called attention to a statement that Western Electric were alleged to be withdrawing from the field of recording in America.

H. VICTOR DAVIS expressed the disappointment of Western Electric users at the meagre response which the company had made and felt the committee should go into the question of terms and conditions offered by other makers of sound systems.

The General Purposes Committee report was adopted.

Seat-price Complaint Against Unspecified Theatre

C.E.A. CHALLENGES SUNDAY NEWSPAPER

THE GENERAL SECRETARY reported that the following passage occurred in the *Sunday Pictorial* recently, in a panel:—

. . . The other night I wanted to go to the pictures. It was the usual "Colossal, Stupendous, Overwhelming Attraction." At the box-office they said I'd have to queue for a half-crown seat. It was a raw, damp night, so I paid an extra bob. Even then they said I'd have to stand.

When I got inside there were seats in every part of the house. It served me right—I'd been a sucker! . . .

The GENERAL SECRETARY reported that the C.E.A. had asked the *Sunday Pictorial* where the kinema was. If the paper was unable to say, would it kindly make an apology to the kinema Trade for publication.

F. TILLEY, for the C.E.A., had reported correspondence as follows:—

To the Assistant Editor,
"Sunday Pictorial."

I understand that you are inquiring into the case of a kinema alleged last week by your sports writer, Peter Wilson, to have kept queues waiting while there were seats available in all parts of the house.

I understood you also to say that "if this is true" the *Sunday Pictorial* will print the name of the kinema, but that in the meantime you are not disposed to give this Association any information.

F. TILLEY.

To this, Mr. Tilley received a letter from the *Sunday Pictorial*:—

We are investigating cases in which it is alleged that queues have been kept waiting while there were seats available in parts of the house.

Should these lead to any definite proof against any particular kinema I will certainly pass them along to you.

A. ROLAND THORNTON,
Assistant Editor.

This was acknowledged in the following terms:—

. . . In order that the specific case which I took up with you is not obscured in a generalisation, I have to repeat this Association's request that you will either confirm or deny the particular allegation made in the *Sunday Pictorial* last week by Peter Wilson.

If you find yourself unable to do this by publication, the Cinematograph Exhibitors' Association requests that you will either supply it with the name of the kinema at which Mr. Wilson had this alleged experience, or a withdrawal of the allegation.

It was stated that no further reply had been received nor was anything further published on the Sunday.

It was agreed that the General Secretary and Mr. Tilley be authorised to pursue this matter and to publish the correspondence.

Humphrey Bogart and Kay Francis in KING OF THE UNDERWORLD, which Warner Brothers will Trade show at the Phoenix Theatre on Tuesday, Feb. 28, at 3 p.m.

WALLACE HOUSE
WARDOUR ST. LONDON, W.1.

On the eve of presenting to the trade its first group of pictures as a separate distributing company this is a propitious moment for us, as joint managing directors, to state the policy of GRAND NATIONAL PICTURES.

Briefly, it is the intention of this Company to offer to Exhibitors in this country - and we direct this pledge particularly to the Independent Exhibitor - box office pictures at an equitable price - i.e. a price that will allow a satisfactory return for both parties.

We believe that the class of picture we shall be handling is the backbone of the average exhibitor's programme, week in week out, throughout the year. With the resources and studio facilities at the disposal of Grand National Pictures, a steady flow of box-office pictures from America is assured.

As regards British Pictures, we have already contracted for ten first-class subjects - the first being an Edgar Wallace story starring Will Fyffe - and we will distribute as many British Pictures of this calibre as we can acquire.

We believe these pictures can be sold in such a way as to make money for the Exhibitor - and, we hope, for ourselves. Finally, knowing that it is a business axiom that a square deal is essential to all good business relations, it is the intention of GRAND NATIONAL PICTURES to conduct its business with Exhibitors - whether first run or last - on this basis.

This is our pledge, and we are willing to be reminded of it at any time in the future.

Maurice Wallace Jeffrey Bernerd

Joint Managing-Directors.

EDGAR

The Mind of Mr Reeder

A JACK RAYMOND PRODUCTION

A GRAND NATIONAL RELEASE

TRADE SHOW

CAMBRIDGE TH[illegible]

WEDNESDAY, FEBRUAR[illegible]

at 8.30 p.m.

of
der
KAY
VALSH
Directed by
JACK RAYMOND

AM BEEBE & OTIS BARTON

TITANS OF THE DEEP

TRADE SHOW

CAMBRIDGE THEATRE
WEDNESDAY, FEBRUARY 22nd
at 8.30 p.m.

(Preceding "The Mind of Mr. Reeder"

WITH
E·V
By co
A

Cipher Bureau

...ON AMES
JOAN WOODBURY

A FRANKLYN WARNER PRODUCTION
Directed by CHARLES LAMONT
A Grand National Release

TRADE SHOW
...AMBRIDGE THEATRE
...URSDAY, FEBRUARY 23rd
at 3...

C2-13-16

A FRANKLYN WARNER PRODUCTION
DIRECTED BY CHARLES LAMONT

A GRAND NATIONAL RELEASE

TRADE SHOW

CAMBRIDGE THEATRE

FRIDAY, FEBRUARY 24th

at 3 p.m.

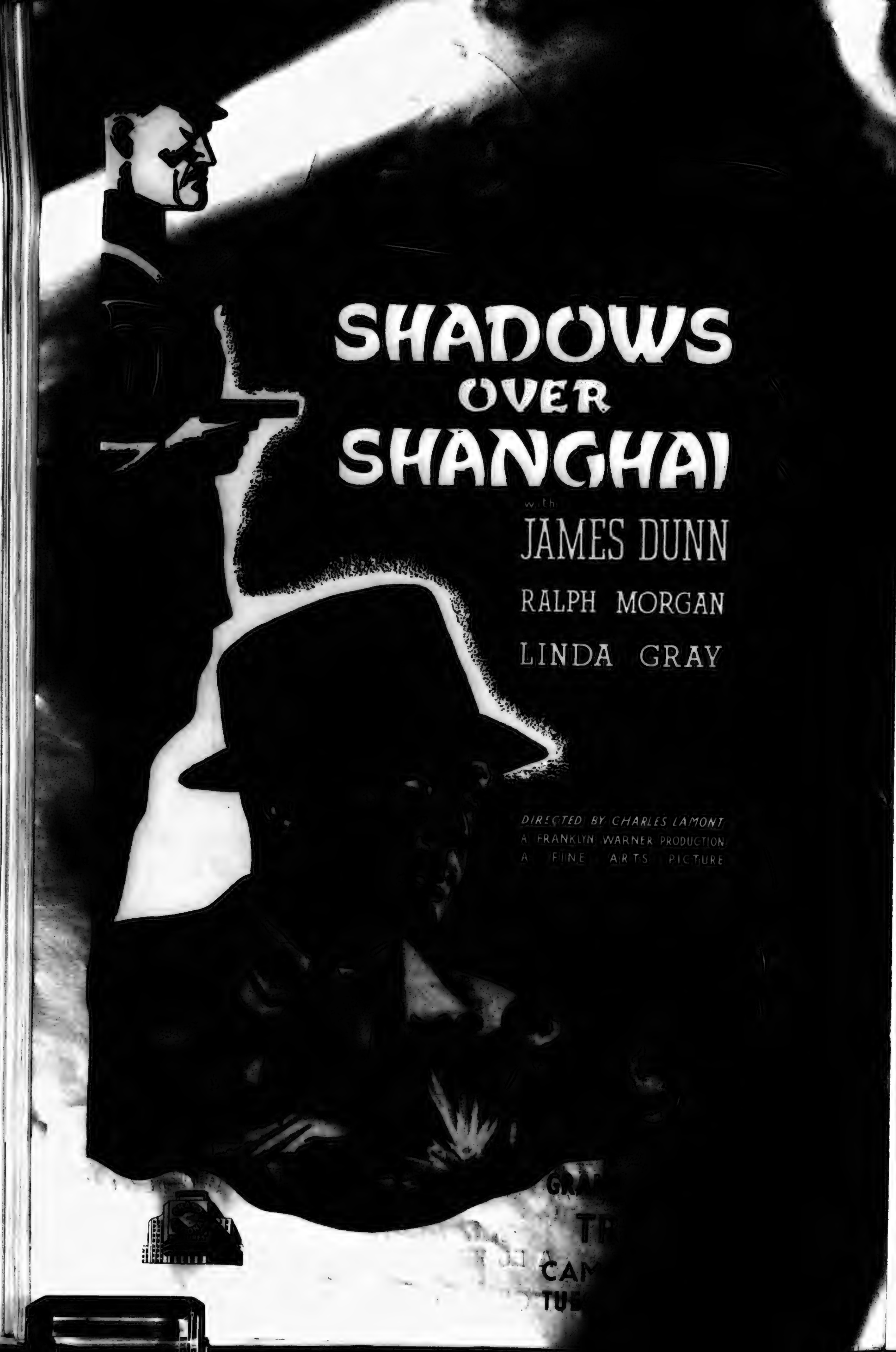
Anna Sten

EXILE EXPRESS

with ALAN MARSHAL

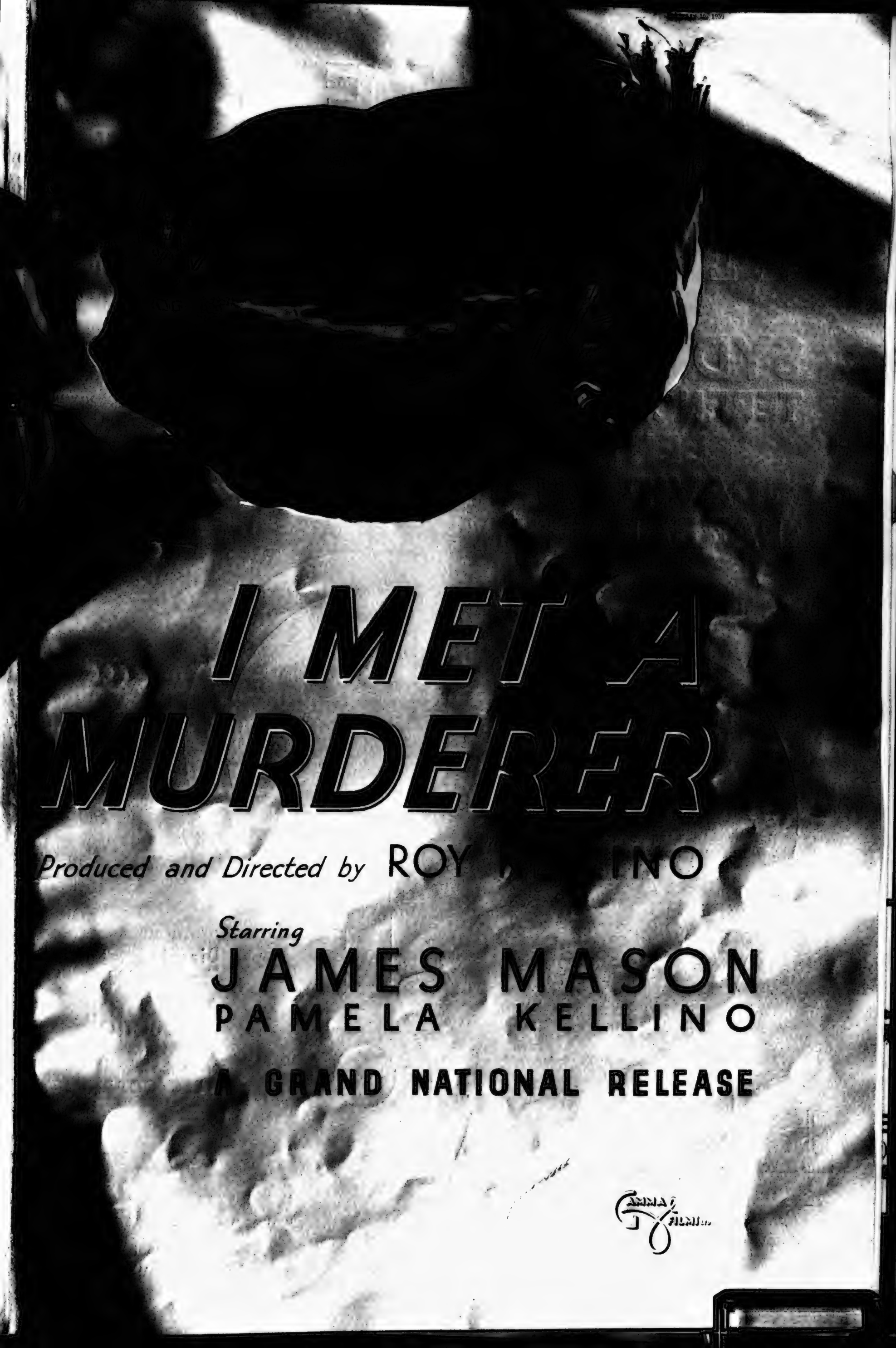
A EUGENE FRENKE PRODUCTION

A GRAND NATIONAL RELEASE


SHADOWS
OVER
SHANGHAI
with
JAMES DUNN
RALPH MORGAN
LINDA GRAY
DIRECTED BY CHARLES LAMONT
A FRANKLYN WARNER PRODUCTION
A FINE ARTS PICTURE

Sally Rand
A
GRAND NATIONAL
Release

SHOW
THEATR
BRUARY 27
5 p.m.


I MET A
MURDERER
Produced and Directed by ROY
INO
Starring
JAMES MASON
PAMELA KELLINO
A GRAND NATIONAL RELEASE

KIT

NT-WORK
& BLOCKS
by STAR

C.E.A. DELEGATE WEDS

Gift and Congratulations of General Council

LORD BALDWIN FUND THANKS

TWO or three subjects of a personal nature arose at last week's meeting of the General Council of the C.E.A. A presentation was made to J. E. Anderton, of Bradford, on the occasion of his wedding and gratitude was expressed for the magnificent work of the Trade on behalf of the Baldwin Refugee Fund. Condolence was expressed with the relatives of the late Capt. C. B. Row.

In opening the business the President (K. A. Nyman) said it was their wish that they should recognise the marriage of J. E. Anderton by a gift to him and his lady, and they welcomed Mr. and Mrs. Anderton, who were there to receive this gift from the General Council.

It consisted of a present of English glass, which they tendered with their sincere good wishes to both, in the knowledge of the extremely good and loyal service which Mr. Anderton had given to the General Council and to the whole of the association.

"We wish you both well and hope that your future life together will have every happiness and prosperity."

MR. ANDERTON, in replying, said that his had been a real C.E.A. romance. He had met his wife for the first time at Harrogate and they had become engaged the following year at Folkestone. They appreciated greatly both the good wishes and the manner in which they had been shown by such a beautiful gift. He thanked the President for making the presentation and the General Secretary for his assistance and co-operation in choosing it.

Mrs. Anderton also thanked the President and delegates for their good wishes for future happiness and their gift.

Vote of Condolence

The President later referred to the regretted death of a past member.

On this occasion it was his very sorrowful duty to record the death of Capt. G. B. Row, who represented the Manchester branch so efficiently as a delegate for so many years. His breezy personality and characteristic manner endeared him to all who came into contact with him and his passing is greatly to be regretted.

The delegates, who stood as a token of sympathy, were informed that a letter of condolence had been written to Mrs. Row and acknowledged.

J. R. Dovener

The following letter from J. R. DOVENER, in reply to one wishing him a return to good health after illness, was read, and pleasure was expressed at Mr. Dovener's attendance again at the General Council.

Thank you very much indeed for yours expressing the sympathy of the General Council with me on account of my recent attack of influenza. I certainly seem to have had more than my share of illness this winter, and am anxiously looking forward to renewed health in the Spring, in order that I may attend our meetings regularly, as in the past. Kind regards.

J. R. DOVENER.

S. Grimshaw

S. GRIMSHAW wrote thanking the General Council for the letter of appreciation for his services as a delegate, which had been written to him on his resignation from the association.

W. J. Gell, C.B.E.

The following letter from Mr. GELL, C.B.E., was read:—

Thank you very much indeed for your letter, the contents of which I have noted with particular pleasure. I would be very grateful indeed if you would convey to your General Council, and in particular to the delegates present on the occasion to which you refer in your letter, my deepest appreciation of the sentiments they have expressed. With kindest regards.

W. J. GELL.

A letter had also been received from the Lord Baldwin Fund for Refugees, expressing gratitude for the "Magnificent work which had been done by the Trade in connection with the organisation of Stage and Screen Day.

PRESIDENT THANKS COLLEAGUES

Tribute to Co-operation and Hospitality

The PRESIDENT: I would like to take this last opportunity, since this will be the last meeting when I shall preside over the General Council, to thank all the delegates for their kind co-operation and help during a not too easy year of office. I should also like to thank them for the hospitality I have received when I have visited the branches. (Applause.)

The proceedings then terminated.

Portsmouth Watch Committee reports that the sums contributed by the licensees of kinemas in the city in respect of the opening on Sundays during 1938 amounted to £200.

C.E.A. OPPOSES QUOTA INCREASE

Protest Resolution to Board of Trade

The opposition to any increase of the exhibitors' Quota contained in the report (printed last week) of the General Purposes Committee of the C.E.A. was confirmed by the General Council.

It was agreed that the opinions of the General Council should be forwarded immediately to the Board of Trade and also to the Trade Press.

...J. X. Prendergast and Major C. H. Bell spoke on the urgency that attached to the question of quota, particularly in view of the statement made in the House of Commons that the Cinematograph Films Council was going into the matter of additional quotas.

FILMS COUNCIL AND THE QUOTAS

Decision Postponed

The Films Council which met on Wednesday in last week to consider various subjects, including the operation of the Quotas, remitted to it by the Board of Trade, issued no statement. It is understood, however, that after discussing the British Film quotas for the period 1940-41, it was decided to postpone a decision.

The question will again come up for discussion at the next meeting of the Film Council in March.

The film quota for the new year commencing April 1 next does not come under review and will rise automatically in the case of the renters from 15 to 20 per cent., and in the case of the exhibitors from 12½ per cent. to 15 per cent.

The purpose of the latest meeting of the Films Council, which replaced the former Advisory Committee, was to decide whether it should recommend a further increase in the quotas for 1940-41 as allowed for in the Films Act. The maximum limit provided for under the latter Act is 30 per cent. for the renters' quota (against 15 per cent. now) with corresponding adjustments in the exhibitors' quota.

BRISTOL KINEMAS AND A.R.P.

C.E.A. Considers Co-operation

A special meeting of the Bristol members of the Bristol and West of England branch C.E.A. was held on Friday, February 10, to consider the question of the possible co-operation of the kinemas with the local A.R.P. committee, in the committee's recruitment campaign for volunteers.

The committee had requested the help of local exhibitors, and a deputation from the branch had interviewed the local A.R.P. Publicity Officer and discussed the matter. It was reported that the committee had not yet decided whether the best method of approach to the patrons of the kinemas would be by speakers or by film.

The committee was considering the possibility of having a short film made, and using this instead of speakers, but the cost of the production of the film and the number of copies required had to be taken into consideration.

The meeting agreed to await the committee's decision, but the request, whatever form the appeal took—speakers or film—it should be made at all the kinemas in the city during the same week.

Stockport's £110 for Benevolent Fund

Stockport kinemas have contributed £350, as the result of Sunday charity performances, to the Stockport Infirmary. A sum of £110 will go to the Cinematograph Trade Benevolent Fund.

Members of the Stockport Cinematograph Exhibitors' Association held a meeting at the Carlton on February 8, when A. E. Wright, who presided, said that the proprietors and managers offered to the people of Stockport and the surrounding districts their very best thanks for their support on this, the first of the combined charity efforts by the Stockport Cinematograph Exhibitors' Association.

It had been decided to defer the second effort, which was in aid of all local registered charities, until Sunday, November 12.

A. G. D. West, president of the B.K.S.

Sir John Simon's Speech at B.K.S. Dinner

PRESENTATIONS TO ROWSON AND EVELEIGH

PRESENTATIONS to Simon Rowson and Leslie Eveleigh in recognition of invaluable work rendered to the Society made a very pleasing feature of the B.K.S. annual dinner and dance on Wednesday of last week at which nearly 350 guests attended including Sir John Simon, Chancellor of the Exchequer, who proposed the toast of the Industry.

Mr. Rowson's work was recognised by the gift of a silver tea service, and Mr. Eveleigh's by a silver fruit dish. The latter was taken quite unawares by the presentation.

At the banquet which preceded the dancing, cabaret and presentation, Sir John Simon was the guest of honour. His speech in proposing "The Society and the Industry" was entertaining, though not touching very closely any problems of the Trade, either on its commercial or technical sides.

Questions to a Scientist

He confessed to a great interest in science, and hinted that had law not claimed him he might have been closely associated with science. An amusing account of being briefed in a radio case, in which Sir Oliver Lodge (a former B.K.S. guest of honour) was a witness, greatly tickled his hearers, as he told of his discomfiture at the hands of Sir Oliver.

A Generation's Achievement

He thought that it was one of the most wonderful things in modern life that it was possible to trace the growth of the Industry in practically a generation. In early days, the pioneers performed every process for themselves, but to-day was the day of the specialist, and he always felt that the first quarter of an hour of the film was taken up by the numerous names of people who had had a part in the production.

The Industry's Importance

Sir John said he doubted very much whether there was any other way of informing and influencing public opinion which was likely in the future to be so important—important to the statesman, important to the publicist, important for the future of liberty and democracy, decency and taste and judgment.

To an increasing extent the kinema was forming and directing public taste and judgment. There was therefore a great responsibility resting upon the kinema Industry that it should use its enormous influence in the most worthy way. That was one of the reasons why he rejoiced so heartily that they were developing an authoritative British kinema Industry. It was a considerable satisfaction to know that, whatever were the trials through which the Industry was passing, British films were acquiring so great a reputation in the world.

The Wag of the Dog's Tail

Concluding, Sir John referred to statistics, which interested him, those telling him that 23,000,000 people visited the kinema every week, and that £50,000,000 per year was expended in kinema entertainment. In a tone which suggested that it was as Chancellor of the Exchequer he had been surveying these figures, he said this showed there was life in the old dog yet. "I hope the old dog will continue to wag his tail."

Cecil Hepworth replied to the toast of "The Industry," and F. Watts, proposing "The Guests," spoke of Sir John as a subject for the kinematographer.

Lord Rayleigh, F.R.S., replied to the toast.

Great applause greeted the announcement by the chairman that A. S. Newman had been honoured by being elected a pioneer of the Society, thus joining R. W. Paul, Cecil Hepworth and Will Barker.

The speech by the president, A. G. D. West, M.A., B.Sc., began with a welcome to guests; he regretted the absence of members due to unemployment. He emphasised the need to be technically proficient, to have good material and equipment and first-class technicians.

The Work of Pioneers

The invention of the kinematograph was due to two Englishmen—Friese-Greene and Kennedy Dickson. Exactly 50 years ago last month Friese-Greene showed the first moving pictures in Bristol. This was followed by the work of, amongst others, three pioneers, who are the three honorary members of the Society, and whom they were pleased to see here all together for the first time—Robert W. Paul, who built the first practical cameras, and Cecil Hepworth, who filmed Queen Victoria's Diamond Jubilee procession, and Will Barker, to whom must be credited the early development of the topical film.

In spite of assertions to the contrary, British technicians were capable of turning out a product which can equal that coming from any country abroad. Four British films were now running to full houses on Broadway, and not more than a couple of hundred yards away British films were running which provided nothing but satisfaction in the matter of technique.

Message from Overseas

Applause greeted the reading of a telegram from the B.K.S. representative in Australia:—

"Australian members send greetings and every good wish for continued success in advancement of science and technique of our Industry. Confident as knowledge of your value increases so will our membership.—Regards, Alan Williamson."

American Export Decrease

IN FILMS AND EQUIPMENT

Preliminary statistics of American motion picture film exports for the full twelve months of 1938 show a 13,000,000 feet decrease in positive and negative sound and silent films over those exported during 1937, according to compilations made by the U.S. Department of Commerce. During the year 1938 a total of 202,526,821 feet of motion picture entertainment films, both sound and silent, with a declared value of $4,519,591, was exported to all foreign markets as compared with 215,721,956 feet of film, with a value of $4,797,641 for the year 1937. This is a decrease of 6.1 per cent. during the year 1938 of all films exported.

Exports of sensitised unexposed 35 mm. positive motion picture film for the year 1938 totalled 132,573,556 feet, with a declared value of $1,238,184, as against exports in 1937 amounting to 134,396,856 feet, with a value of $1,362,736. Negative film exports of this type of film during 1938 amounted to 41,034,667 feet, valued at $1,086,493, as compared with exports in 1937 totalling 69,100,374 feet, valued at $1,757,191.

Exports of sensitised unexposed motion picture film less than 1 inch during 1938 amounted to 44,011,816 feet, with a declared value placed upon it by the exporter of $1,059,435 as against 36,391,140 feet, with a value of $759,979, during the year 1937.

Exports of all types of motion picture equipment, with the exception of substandard gauge motion picture projectors, during 1938, also show a decrease.

Phillis Brooks, Sidney Toler and George Zucco in CHARLIE CHAN IN HONOLULU, recently Trade shown by 20th Century-Fox

"SON OF FRANKENSTEIN"

A thriller to end all so-called "horror" films is promised by General Film Distributors in SON OF FRANKENSTEIN, which is being Trade shown this (Thursday) evening at the Cambridge Theatre. The film, a sequel to the original "Frankenstein," presents Basil Rathbone in the title role, with Boris Karloff again re-enacting the "Monster." Bela Lugosi, Lionel Atwill and Josephine Hutchinson are in featured roles

Helen Mack as she appears in the Universal picture GAMBLING SHIP, which G.F.D. are Trade showing at the Cambridge Theatre on Feb. 20 at 3 p.m.

HEAVY COST OF POSTERS

N. WESTERN RESOLUTION FOR G.P. COMMITTEE

Continued from page 7

ALD. E. TROUNSON: And it has come home to roost.

Rating of Kinemas

An interesting question concerning the rating of kinemas was raised by a Cheshire exhibitor, who quoted a letter he had received from a rating surveyor, asking for copies of accounts for a period of three years, or failing that, particulars of receipts, for the purpose of arriving at a valuation of the premises for rating purposes. The member did not send this information, but invited the guidance of the C.E.A. rating expert.

The latter pointed out there was no obligation on any exhibitor to supply such figures, and it was certainly undesirable that accounts should be furnished. What might be done was to offer to give every facility to the rating surveyor to inspect the property for the purpose of enabling him to arrive at a fair valuation.

Bootle Sunday Opening

The secretary then submitted a report on an application which had been made by the licensees of three Bootle kinemas for permission to give Sunday performances on March 5 and October 15. The justices intimated they were prepared to grant the application only if the terms were the same as those of last year, when the percentage for charity was in excess of the 10 per cent. which is now the branch rule.

The Bootle exhibitors decided, in view of the justices' stipulation, they would not avail themselves of the right to open on the terms proposed by the magistrates.

Cost of Posters, etc.

L. EDWARDS called attention to the heavy costs that fell upon exhibitors for posters, stills, publicity matter, etc., and asked whether something could be done to obtain relief. In view of the mounting costs of running entertainment houses, relief was surely due to exhibitors in respect of the money they had to spend on publicity material and especially since the renters so freely participated in the earnings.

He was now interested in "a live show," in connection with which all poster material was provided by the company booked to the theatre. If "live entertainers" could supply publicity material, why not the film renters? He moved a resolution calling upon C.E.A. headquarters to consider the matter. R. P. RUTHERFORD seconded.

The CHAIRMAN said this subject had been discussed on many occasions and the attitude of the renters was this was a question of negotiation between individual exhibitors and renters.

The resolution proposed by Mr. Edwards was adopted and will be submitted to the General Purposes Committee (London).

"Vote for Dovener"

Referring to the election of vice-president, ALDERMAN TROUNSON expressed the hope that members of the North Western Branch would pull their full weight to secure the return of Mr. Dovener. Mr. Dovener had been nominated twice previously and had withdrawn so as to avoid a contest. He was certainly now entitled to fullest support.

L. EDWARDS suggested that a letter should be sent out by the secretary asking all members to forward their best endeavours to secure the return of Mr. Dovener.

Wages Sub-committee

The CHAIRMAN mentioned that a meeting had been held of the wages sub-committee. This was dealing with the rates of pay and working conditions of staffs at theatres whose takings were less than £100 per week. A further meeting of the sub-committee would be held the following week.

Proposed Kinema Index

P. M. HANMER stated there was a movement amongst Wrexham exhibitors to co-operate in regulating their expenditure on newspaper advertising by adopting a kinema index, on similar lines to that which appears in Liverpool newspapers.

J. H. DOVENER stated conditions in Wrexham were quite different from those in Liverpool. As there were only four halls in Wrexham, he did not consider the proposition to be one of importance.

Product Shortage Blamed for Drop in Profits

CHAIRMAN'S REVIEW AT LONDON PAVILION MEETING

THE difficulty of obtaining a sufficient supply of good films to meet the demand of the leading kinemas in the West End was again referred to by Walter Payne, chairman of London Pavilion, speaking at the annual meeting of the company on Thursday last.

"In common with others," he said, "we have suffered from that deficiency during the past year. We have had some very satisfactory presentations, but unfortunately not enough of them."

According to Mr. Payne, this shortage of outstanding pictures, coupled with the recession in volume of business activity, and the almost continuous shock to public confidence have adversely affected entertainment business, particularly in the last two months.

"This," continued Mr. Payne, "has naturally given cause for some concern to your board and somewhat unexpectedly upset what we considered were the cautious estimates expressed in our circular to the shareholders in March, 1934, when the theatre was entirely remodelled and a new policy inaugurated.

Profits Decline

They are still hoping that conditions will get better, and that by cultivating a more robust and cheerful spirit than had been apparent in recent months, they would see a restoration of confidence, and increasing investment in film production and an improvement in the attendances at all places of entertainment.

London Pavilion accounts showed a decline of about £480 in profits compared with the previous year.

Limited Film Output

After reviewing the accounts, Mr. Payne said that they would like to be optimistic and looked forward to an early improvement in the supply of film product, but that it was not within their power to secure all they would like from the relatively limited output of England and the United States of America.

R. H. Gillespie was re-elected a director, and the meeting voted a bonus to the directors. In this connection the chairman explained that the directors' fees had been fixed 50 years ago, when values were different.

EASTMAN KODAK DIVIDEND

Eastman Kodak announces a dividend of $1.50 per share on the common stock payable on April 1 to holders of record on March 5. A similar dividend was paid in 1938.

As dividends are to be paid in sterling, which will be calculated at the rate of exchange prevailing on March 31, it will not be possible to dispatch warrants until about April 15.

Plaza, Prestwich, Changes Hands

Jackson and Newport (Lancashire), Ltd., proprietors of the Longford Cinema, Stretford, have completed negotiations for the acquisition of the Plaza, Prestwich. The Plaza has seating for about 1,400 persons.

Two Sold at Manchester

Two of the kinemas in the Franks Cinema Circuit, of Manchester, have just changed hands. The Ancoats Picturedrome, Manchester, which has seating for about 800 persons, has been sold to H. Shaw and Eric Silverstone. The lease of the Didsbury Picture Theatre, Manchester, has been acquired by F. W. Stonier and Raymond Garforth.

Bow Hall Acquired

The New Geisha, Parnell Road, Bow, E.3, has been purchased by H. G. Longthorn, of 51, Queen Street, Broadstairs. A scheme of redecorations was carried out recently to bring this popular hall up to date.

SHARE MARKET

Television in Demand

About the only outstanding feature of interest in the kinema share market during the past week was a demand for Baird Television issues on the decision of the Gaumont-British group to televise by the Baird process important current sporting events in two of their West End theatres. Baird Television deferred ordinary 2s. 6d. shares rose from 7¼d. to 1s. 6d. each, while the 2s. 6d. preferred ordinary rose from 6¾d. to 10¼d. Gaumont ordinary issues were unaffected by the decision, but the 5½ per cent. preference advanced from 9s. 10½d. to 10s. 3d., and the 4½ per cent. debentures from £80 to £80½.

General Theatres preferred ordinary hardened 1½d. to 8s. 3d. on the directors' decision to maintain the interim dividend payment at 9 per cent. actual. A.B.P.C. debentures were in demand, and rose 30s. to £96½. Odeon debentures gained a similar amount at £84, while P.C.T. cumulative "A" preference shares rose 9d. to 23s. 9d. and Scophony 5s. ordinary 3d. to 3s.

A.B.P.C. 6 per cent. preference lost 1½d. at 18s. 9d.; London Pavilion 3d. at 10s. 6d.; P.C.T. preferred ordinary 1½d. at 18s. 7½d.; and Union Cinemas ordinary 1½d. at 6d.

COUNCILLOR'S ATTACK ON KINEMAS

"Childish and Frivolous" Says Mayor

AT a recent meeting of the Harwich Town Council Coun. J. Elliott placed notices of motions on the agenda concerning the local kinemas.

One drew attention to the fact that Coun. G. Smith (a kinema manager) gave free admission to council members and officials at a local kinema, which were sent out at the expense of the ratepayers, and another moved that the council should put down the practice which might bring the council into contempt and might possibly have some influence on council voting and the tendency to use the council for kinema advertising stunts.

These were ruled out of order by the Mayor as being childish and a frivolous attack on the owner of the local kinemas.

A further motion that Coun. Smith be asked to give the council assurance that no free tickets will be given to any public servant in the future was also ruled out of order on the ground that the council had no control over the matter.

Other motions placed by Coun. Elliott regarding the use of a loudspeaker van for advertising kinemas belonging to Coun. Smith's employer and the alleged nuisance arising from smoke and fumes from the Regal kinema chimney were referred to the General Purposes Committee.

PROMOTERS OF TROC, OAKHAM

B. W. Cole and V. I. Olliver

The proposed new kinema at Oakham, Rutland, to be known as the Troc, is expected to be opened early in October.

The promoters are Trocadero Cinemas (Leicester), Ltd., whose registered offices are at 1, Berridge Street, Leicester. The directors are Bert W. Cole, of Scraptoft Hall, Leicestershire, and V. I. Olliver, of Birmingham, both of whom have had considerable experience in the kinema business. Mr. Olliver is also the managing director of Colmore Entertainments, Ltd., Birmingham; Regal Cinemas, Ltd., Birmingham; Picturedrome (Atherstone), Ltd., and of the New Cinema, Darlaston, and is a director of a London film renting company and Colmore Distributors, etc.

Mr. Cole has been in the kinema business for over 20 years. Among other kinemas he has built, and still owns, is the Trocadero, Leicester, one of the largest in the Midlands. He has also erected and had interests in many large kinemas in various parts of the country.

S. SOSKIN'S £72,909 LIABILITIES

S. H. SOSKIN

Studio Investment Mentioned at Creditors' Meeting

THE first meeting of creditors of Simon Soskin, the sponsor of Amalgamated Studios, was held on Friday, February 10, at London Bankruptcy Buildings.

C. Bruce Park, Official Receiver, who presided, stated that Mr. Soskin had filed a statement of affairs which showed total liabilities £72,909 and assets of £31.

In 1935, Mr. Soskin acquired certain freehold land at Elstree for £10,000, which was taken over by a limited company, of which he was a director and shareholder. According to Mr. Park, the company entered into a contract for the erection of studios at a total cost of over £300,000, of which a certain proportion was to be found by the builders on the security of debentures. The building, however, cost much more than the original estimate and Mr. Soskin advanced to the company money which he, in turn, had to borrow, and eventually the builders obtained a foreclosure.

The case was left in the hands of the Official Receiver.

B.I.E. (D.) WOUND UP

A winding-up order has been made against British Independent Exhibitors (Distribution) Co., Ltd., of Wardour Street, W.

The company was originally a combination of 300 British kinema owners, and was formed in January, 1937, to finance pictures likely to regain their costs in British markets alone. It had a nominal capital of £200,000, and it announced that partial backing for films of greater cost than £30,000, for release in the United States, would be considered.

CORPORATION REFUSE OFFER FOR FREEHOLD

Regal Accrington

At Accrington Corporation Finance Committee the town clerk submitted an inquiry from a firm of estate agents in London as to the terms upon which the Corporation might be prepared to consider a state of the freehold interest of the Regal Cinema premises. He also pointed out that the Corporation did not own the freehold interest, but were the immediate lessees. The committee decided that the proposition be not entertained.

The town clerk also referred to correspondence from the directors of Broadway Cinemas (Accrington), Ltd., on the subject of its application for some rental concession in relation to (a) the action for right of light and (b) the present state of the Central Area Scheme, and submitted a further letter from the company calling attention to item (b) and requesting a reduction in the ground rent. The town clerk was instructed to reply.

MIDDLESBROUGH'S IRON LUNG

Kinema Directors' Generosity

Middlesbrough's "Iron Lung," the only one of its kind between Middlesbrough and Manchester, has been handed over to Middlesbrough Corporation. The presentation was made on behalf of the directors of the Marlborough, Middlesbrough. The Mayor of Middlesbrough (Coun. W. E. Price), in accepting the gift for West Lane Hospital, said it would be used not only in Middlesbrough hospitals but when required would be loaned to other Tees-side hospitals.

S. R. Richmond disclosed, in handing over the gift, that all the directors of the Marlborough Cinema had contributed towards the cost, and Messrs. Middleton (chemists) were co-partners in the gift.

GAUMONT, FROME, OPENING

Well Worth Waiting For, says Councillor

The monthly meeting of the Frome U.D.C. was postponed a day in order that the chairman might perform the opening ceremony of the new Gaumont kinema at Frome, on Monday in last week.

O. L. Seward, the chairman, described the occasion as "a gala night for the old town." He added that the new kinema had been well worth waiting for, and as a member of the building trade he congratulated the Gaumont-British Corporation on a wonderful achievement.

J. D. Saunders, G.-B. circuit supervisor, assured the audience that the programmes would be much longer and better than in the past.

A cheque from the Corporation was handed to the chairman of the Hospital Committee, who, in acknowledging the gift, described it as a very fine gesture.

SHARE MOVEMENTS

	Last week.	This week.	Movement.
African Theatres Ord.	31/3	31/3	—
Assoc. Brit. Pic. Corp. 5/- Ord.	11/9	11/9	—
" 6% Pref.	18/10½	18/9	— -/1½
" 5% Debs.	£95	£96½	+ £1½
A.P.P.H. Ord.	14/-	14/-	—
Assoc. Talk. Pic. Ord. 5/-	-/3	-/3	—
Baird Tele. 20% Pref. Ord. 2/6	-/6½	-/10½	+ -/3½
" Defd. Ord. 2/6	-/7½	1/6	+ -/10½
Brit. & Dom. Films £1	1/6	1/6	—
Brit. Lion Pref. Ord.	3/3	3/3	—
Capital & Prov. News. 5/-	3/6	3/6	—
Gains. Pic. Ord. 10/-	2/3	2/3	—
Gaumont-British Ord. 10/-	3/6	3/6	—
" "A" Ord.	1/4½	1/4½	—
" 5½% 1st Pref.	9/10½	10/3	+ -/4½
" 4½% New Debs.	£80	£80½	+ 10/-
General The. Pref.	8/1½	8/3	+ -/1½
" 6½% 1st Mort. Deb.	£82½	£82½	—
Kinemas	5/-	5/-	—
London Pavilion £1 Ord.	10/9	10/6	— -/3
" 6% £1 Pref.	15/-	15/-	—
London & District	-/6	-/6	—
Mde. Tussaud New 1/- Def.	1/9	1/9	—
" £1 Prefd. Ord.	16/9	16/9	—
Moss Empires £1 Ord.	21/-	21/-	—
" £1 Cum. Pref.	16/-	16/-	—
Odeon 5/- Ord.	6/3	6/3	—
" 5% Debs.	£82½	£84	+ £1½
P.C.T. Ord. 10/-	23/3	23/3	—
" 7½% Ptg. Pref. Ord.	18/9	18/7½	— -/1½
" Cum. "A" Pref. £1	23/-	23/9	+ -/9
" Cum. "B" Pref. £1	21/-	21/-	—
" Const. 7% Pref.	21/3	21/3	—
Scophony 5/- Ord.	2/9	3/-	+ -/3
Sound City (Films) 5/- Ord.	1/3	1/3	—
" 8% Pref.	5/-	5/-	—
Stoll Th. Corp.	2/1½	2/1½	—
Twentieth Cent. 5/- Ord.	-/6	-/6	—
" 6% Pref.	1/6	1/6	—
Union Cinemas Ord.	-/7½	-/6	— -/1½
" 1st Pref.	3/6	3/6	—
" 2nd Pref.	1/3	1/3	—
Union Cine. Sub. Props. 6% Pref.	13/3	13/3	—
" 4/- Ord.	3/9	3/9	—

£1 shares unless otherwise stated.

NEW PRIVATE COMPANIES

Studio One Film Distributors, Ltd.—Registered February 9. Capital, £100 in 100 shares of £1 each. Film distributors, etc. David J. James, of 225, Oxford Street, W.1, is governing director for life. Solicitors: Sanders and Co., 32, Savile Row, W.1. Registered office: 225, Oxford Street, W.1.

Antrim Cinema, Ltd.—Registered in Belfast January 31. Capital, £100 in £1 shares. Directors: Joseph Barr, High Street, Antrim, motor engineer; Louis A. Meenan, 25, Chichester Street, Belfast, solicitor; and John McGrogan, Oriel Road, Antrim, kinema manager, who is also the secretary. Registered office: Castle Street, Antrim.

Gardowan Cinemas, Ltd.—Registered February 10. Capital, £1,000 in 1,000 shares of £1 each. Kinema proprietors, etc. Secretary: D. Kaye Gourlay. Solicitors: Artro Morris and Co., 2 and 4, Harrington Street, Liverpool. Registered office: 11 and 13, Victoria Street, Liverpool.

ON THE S.O. FRONT

WEDNESBURY'S THREE YEAR BAN

Dudley Watch Committee Deprived of Control

At a Wednesbury Town Council at its last meeting accepted the recommendation of the General Purposes Committee rejecting an application by local exhibitors for Sunday opening, and that the decision should stand for a period of at least three years.

Councillor T. King declared that the public were ridiculing the Committee's suggested three years' ban, and describing the Council as "dictators."

Councillor T. Hollingsworth thought that a card vote of the electorate should be taken by the Council.

Labour Proves Anti at Plymouth

A decision against Sunday opening was taken by Plymouth City Council when a lengthy discussion ended in 43 votes being cast against, and 21 for, facilities for a poll to determine the locality's desire for open kinemas on Sundays. Five members, including the Lord Mayor, remained neutral and ten members were absent.

The attitude of Labour members of the Council appeared to govern the result, one of the leaders of the Labour Party saying he was not prepared to give enormous financial interests a further grip on the people who were working for them.

R. S. Bromhead, who explained the position of the kinema workers, said that they were all covered by an agreement between the National Association of Theatrical and Kine. Employers and the C.E.A.

Not Allowed to Grant Permission

Despite assertions by Ald. W. Bradford (Dudley Town Council) that their action would amount to a vote of censure on the Watch Committee and that they were poisoning the public mind against the committee, Dudley Town Council at their last meeting dispossessed the Watch Committee of its powers to decide applications for the Sunday opening of kinemas and for licences for dog racing tracks. Coun. J. Moss, who moved the resolution on the grounds that it was not fair to ask the Watch Committee to bear the full weight of such important decisions, was subjected to a heated attack by Coun. R. Emms, a member of the Watch Committee. "Coun. Moss belongs to a religious body and wants that body to rule the town," he declared.

Ald. Bradford said he agreed that it was a mistake in the first place to give the Watch Committee executive powers, but to take them away again before they had had a real opportunity of using them was very unfair. It is only because the committee was reconstituted last November that this step is attempted, he said, but remember it was reconstituted not by this council but by the public vote in the elections.

Coun. Moss denied that he had cast any reflection upon the honour of the Watch Committee and said that remarks of Coun. Emms were entirely unworthy of him. The resolution was carried by 16 votes to four.

LICENSED FOR THREE MONTHS ONLY

Halifax Justices' Decision

Some of the best-known kinemas in Halifax are concerned in a recent decision by the Halifax justices to make only temporary grants in eight out of 14 applications for the renewal of kinema and music licences. The other licences were renewed in the usual way.

J. Hilbert (the chairman) said that in the eight cases mentioned licences would be granted for three months temporarily in order that certain alterations might be carried out.

The eight buildings involved in this decision are the Victoria Hall, the Alhambra, King's Cross Picturedrome, Cosy Corner, Pioneer, Grand Theatre, Electric Theatre, and Marlborough Hall. All are kinemas with the exception of the Marlborough Hall, which is used for dances and other functions.

The recently issued annual report of the Halifax Licensing Justices suggested the need for improved ventilation in some Halifax kinemas.

CHURCHES AS KINEMAS' GREATEST RIVALS

Rhyl Manager Hits Out at S.O. Opponents

"INVARIABLY, the biggest opponents of Sunday opening of kinemas are the clergy of our churches and ministers of our chapels. But—it should be noted—they are also steadily becoming the kinema's most active rivals!"

Speaking to members of the Rhyl Rotary Club (North Wales), F. W. Flatow, resident manager of the Odeon, Rhyl, dealt with various aspects of the kinema Industry, and "hit out" quite outspokenly at the opponents of Sunday opening.

He stated that through increased film activity by the churches and chapels and the growth in the number of Sunday kinema shows by religious organisations, the Religious Film Society, from whom the films were rented, was growing into as big a film distributing agency as any of its legitimate contemporaries.

Mr. Flatow contended that the arguments advanced by the churches in support of church film shows were both unreasonable and unfair to the legitimate kinema. The primary and most popular reason given by the churches was their wish to "keep young people from street walking, and its attendant evils on Sundays.

"The legitimate kinema can perform the same service, with better equipment and accommodation for the purpose, and would, I venture to say, produce better results!" he declared.

Conveying the thanks of the Rhyl Rotary Club to Mr. Flatow for his address, C. Priestley Edwards, Rhyl Entertainments Manager, said the problem of Sunday kinema opening was a vexatious and controversial one everywhere.

"In my view," he added, "the biggest opponents of Sunday opening are the brewers! More kinemas open on Sunday would mean emptier public-houses, and the licensing trade would be bound to feel the effect. The brewers, I believe, build up all the opposition they can against Sunday kinema opening in England at any rate—and though they do it unostentatiously, they nevertheless do it influentially and quite effectively."

Rhyl has the privilege of Sunday opening.

Clarke Gable and Norma Shearer in IDIOTS' DELIGHT, the new M-G-M film

N.A.T.K.E. Protest on Amalgamated Sale

LETTERS TO GOVERNMENT

T. O'BRIEN, general secretary of the N.A.T.K.E., has sent to the Prime Minister, the Minister of Labour, and the President of the Board of Trade the following letter on the subject of the sale of Amalgamated Studios. He points out that his association regards any commercial transaction having for its object merely a property investment interest as one deserving of the strongest condemnation, in face of the express intention of John Maxwell to operate these film studios for work on film production, were he permitted to purchase them.

34, Little Newport Street, W.C.2.

We have read in the Press of the reported purchase of the Amalgamated Film Studios, Elstree, by His Majesty's Government, and other reports, that these film studios have been otherwise purchased on an investment basis for probable sale or let to H.M. Government.

This association, which represents 90 per cent. of the artisan labour employed in British film studios, is most anxious about the accuracy of these reports, particularly in view of the public statement made by John Maxwell that he has offered to buy these studios to put into effective production a number of films.

We would emphasise that severe unemployment exists at the present time amongst our film studio members and amongst other grades involved in film production. Any prospect of an impetus to British film production, especially by a British company, would, we feel, receive the utmost encouragement of the Government and of public opinion generally.

We urge upon you that this encouragement should take a definite and practical form, and that the Government will take no action whatever in the matter of the Amalgamated Film Studios at Elstree that will prevent these studios from being used for film production by those who are prepared and ready to do so.

We are confident that the Government has ample resources at its disposal for the purpose for which these film studios in question are reported to be needed by it, without prejudicing long-looked for opportunities of employment by a vast body of film workers.

T. O'BRIEN, General Secretary, N.A.T.K.E.

THREE KINEMA FIRES

Wallaw, Blyth, Narrow Escape

THE Wallaw Cinema, Blyth, owned by the Wallaw Cinema (Blyth), Ltd., had a narrow escape from total destruction by fire early on Sunday morning. A policeman looking through a window of the kinema saw clouds of smoke and immediately summoned the fire brigade.

Five rows of stalls on the ground floor were destroyed and considerable damage done before the fire was extinguished.

The resourcefulness of the management was demonstrated by C. C. Bradley, manager, who immediately summoned all his staff, who worked throughout the night and Sunday clearing away the debris and assisting in relaying the floor and providing temporary seating for the 100 chairs destroyed, with the result that Sunday night's performance proceeded as usual.

Chesterfield Outbreak

Fire broke out on the night of February 10 at the Brampton Coliseum Picture House, Chatsworth Road, Chesterfield. It originated in a billiards saloon, at the far end of the building, and this, with its four tables and contents, was completely destroyed.

The flames spread to the picture house stage which collapsed, and the building, formerly a chapel, was considerably damaged by water. The Chesterfield Fire Brigade, however, saved the main building which will accommodate 400 people and from which the second house audience had just turned out.

The Coliseum is owned by Entertainments (Chesterfield), Ltd., who were contemplating having the place modernised. Adjoining property was not involved.

Glamorgan Blaze

A fire occurred at the Regal Cinema, Fleur-de-Lys, Glamorgan, in the early hours of Friday morning, February 10.

Fortunately, the blaze was soon noticed, and within half an hour of arriving on the scene the fire brigade extinguished the fire. Considerable damage was caused to the kinema floor and seating.

A scene from NUMBER 10 THE GROVE, featuring Donald Calthrop, recently completed at Twickenham by Harry S. Marks for M. and M. Productions

Letters to the Editor

PENNY A WEEK SCHEME FOR C.T.B.F.

DAN BENJAMIN'S CALL FOR ACTION

THE Trade will have noticed the announcement that the Cinematograph Trade Benevolent Fund is facing a working deficit, and personally, I read this information with the greatest possible regret.

The fund for annual relief and upkeep of "Glebelands" needs £15,000 per annum, and we read that it is probable at the end of the financial year that the council will have been unsuccessful in obtaining sufficient revenue to cover expenditure.

Every member of the Industry has his responsibility, and that is to do his utmost to assist the committee and relieve them of the anxiety that arises when a genuine application is made for help, and this should not have to be turned down for want of available funds.

The fact remains that this position is arising and not only will assistance have to be refused when new applications are made, but those already receiving assistance will have their present allowance reduced.

How easy it would be to place this fund on a firm foundation and with a minimum sacrifice to those who have not up to now adopted the "Penny-a-Week" scheme.

In case it is not generally known, the C.T.B.F. will supply a collecting box in which the staff donations may be placed each week, and again how easy for the manager to bank when convenient; or in the renting office for the person deputed to do so; and how eager the staff are to contribute *if only the initiative will be taken*, which is the dependent link of the whole scheme.

Including kinema employees, those employed in renting organisations and those engaged in production, there are at least 100,000 employed in the Industry.

If each would contribute the minimum sum of 1d. per week, or if 4,000 kinemas would contribute 2s. per week, it is easy to see that £20,000 could be raised annually through this method, augmented if necessary by an occasional special show or garden party. What a relief it would be to the Council if this small effort—and surely it is a tiny sacrifice to make—was adopted by all those who find full-time employment in this Trade of ours.

I suggest that any person who is employed in any industry during the years he is fit and able should, if the necessity arises, be entitled to adequate support to ease his declining years, and surely more so if he has contributed and helped to build up a fund for this purpose. In stressing the "Penny-a-Week" Fund I ask the pertinent question: "What is the Trade going to do about it?"

DAN BENJAMIN, Princes Cinema, Brighton.

"GONE WITH THE WIND"

An Exhibitor's Suggestion

Now that the principal players for "Gone With the Wind" have been cast, the result of the producer's efforts will be awaited with interest all over the world.

To condense a story of such magnitude into a feature-length film must have given Messrs. Howard and Garrett, who have written the screen play, a deal to ponder over, what to put in—what to leave out.

To my mind here is a subject which should be treated as a two-part picture, each part running approximately two hours, and to be shown one part one week and the second part the next week. This would allow the producer greater scope, and it would be a double winner when it was released. The story is eminently suited for this treatment.

Whenever there is an opportunity to make and present a big subject such as this as a two-part film, it would be a gold mine. In proof, I instance the old silent version of "Les Miserables," this was shown in two parts, each a complete story in itself, but a natural continuity in the two. Everywhere it was shown bumper business was the result for both weeks.

"Gone With the Wind" is a story so big that I fear it may be condensed until it becomes a travesty. I hope this will not be so. If it is not too late, then I urge the producer to consider making this in two complete parts, the second part a sequence to the first.

G. STEVENS, Odeon Theatre, Worthing.

Censorship Queries in the House

In the House of Commons on Thursday MR. GEOFFREY LE MANDER asked the Home Secretary, the Secretary for India and the Secretary for the Colonies if they would state the number of occasions during the last two years on which the British Board of Film Censors had consulted their Departments for information or advice.

SIR SAMUEL HOARE said that there were two such occasions so far as could be traced, but he did not admit that, in Mr. Mander's words, this was "a secret unofficial political film censorship."

LIEUT.-COL. MUIRHEAD said the India Office was consulted by the British Board of Film Censors on five occasions during the past two years. Since the Board was a body with independent responsibilities it appeared to the Secretary of State for India inappropriate that he should make public particulars of the kind asked by the honourable member.

MALCOLM MACDONALD said that no communication had been received at the Colonial Office from the B.B.F.C. in the period.

HAL ROACH
PRESENTS

TOPPER TAKES A TRIP

CAFE

CONSTANCE
BENNETT

ROLAND
YOUNG

BILLIE BURKE · ALAN MOWBRAY · VERREE TEASDALE
FRANKLIN PANGBORN : ALEXANDER D'ARCY : Mr. ATLAS (The 'Thin Man' Dog)
Directed by NORMAN Z. McLEOD · Executive Producer MILTON H. BREN

Distributed by UNITED ARTISTS

Columbia

LAURENCE

VALERIE

RALPH

QUEEN PL

PLA